

# owen sound

where you *want* to work

**Communications Advisor**  
**Permanent Full-Time**  
**Job Posting #: 2025-09**  
**Closing Date: Tuesday, March 11, 2025 at 4:30 pm**

The City of Owen Sound is seeking a motivated professional for the Communications Advisor role. As a member of the City Manager's office, this position will be responsible for the planning and execution, to support key internal and external communications initiatives specifically related to our strategic priorities, budget, and corporate initiatives. This person is a creative and strategic thinker with exceptional writing skills and the ability to manage and respond to multiple projects that directly impact the organization's vision, mission, and priorities, enhance the city's reputation, and build trust and confidence within the community. An intentional people-centric approach to communications and audience engagement is key to the organization's success. This role ensures this approach is woven throughout the department's daily activities.



Owen Sound is a diverse and culturally rich community located on the southern shores of Georgian Bay in Southern Ontario, approximately two hours north of Toronto and on the doorstep of the Bruce Peninsula. Owen Sound is the largest urban community in Grey and Bruce counties, characterized by a magnificent harbour and bay, two winding rivers, tree-lined streets, an extensive parks system, and tree-covered hillsides and ravines. The City of Owen Sound municipal offices are located in the City's historic downtown core. This welcoming, vibrant, growing community reconciles urban convenience with a balanced lifestyle. Enjoy visits to galleries, libraries, theatres, museums, festivals, local shopping and dining right outside the doors of City Hall.

The successful candidate will preferably have a College or University Degree in Public Relations, Communications, Journalism, Public Administration, or a related field or equivalent education and experience. Five (5) years of communications experience is an asset. Experience in a municipal setting is also an asset.



### **Skills and Competencies at the working level:**

- Excellent judgment, initiative, and critical analysis abilities
- Excellent technical design expertise, including proficiency in Adobe Creative Suite; knowledge and experience using Adobe Illustrator, InDesign and Photoshop
- Proven track record with using various social media platforms (i.e., Facebook, Twitter, LinkedIn, and Hootsuite)
- Excellent communication, time management and organizational skills.
- Accuracy and attention to detail.
- Ability to interact professionally and effectively with all staff and the media, exercising sound judgment, tact, and diplomacy.
- Demonstrate ability to translate technical information into messages non-expert audiences can understand.
- Knowledge of, or demonstrated ability in, the City's core competencies and relevant functional competencies (experience in a municipal setting an asset)
- Thorough working knowledge of computer software packages, including MS Office Suite.
- Possess and maintain a valid Ontario Class "G" Driver's License and access to a vehicle required

The wage rate for this position is \$77,987-\$95,113. The entire job description can be found below. To explore this opportunity further, we invite applicants to forward their resume and cover letter by Tuesday, March 11, 2025 at 4:30 pm to:

Human Resources  
City of Owen Sound  
E-mail: [hrjobposting@owensound.ca](mailto:hrjobposting@owensound.ca)

The City of Owen Sound is proud to be an equal opportunity employer, valuing and respecting diversity. We are committed to inclusive, barrier-free recruitment and selection processes. We will accommodate the needs of qualified applicants under the *Human Rights Code* and the *Accessibility for Ontarians Disabilities Act* in all aspects of the hiring process upon request. We thank all applicants for their interest; however, only those considered for an interview will be contacted. In accordance with the *Municipal Freedom of Information and Protection of Privacy Act*, personal information is collected under the authority of the *Municipal Act* and will only be used for candidate selection.

**Department:** City Manager

**Job Title:** Communications Advisor

**Status:** Full-Time

**Union:** Non-Union

**Direct Supervisor:** Senior Manager, Strategic Initiatives and Operational Effectiveness

**Revision Date:** July 2024

---

## **Position Summary and Scope:**

As a member of the City Manager's office, this position will be responsible for the planning and execution to support key internal and external communications initiatives specifically related to our strategic priorities, budget, and corporate initiatives. This person is a creative and strategic thinker with exceptional writing skills and the ability to manage and respond to multiple projects that directly impact the organization's vision, mission, and priorities; enhance the city's reputation; and build trust and confidence within the community. An intentional people-centric approach to communications and audience engagement is key to the success of the organization and this role ensures this approach is woven throughout the department's daily activities.

## **Duties and Accountabilities:**

### Strategic Communications (30%)

- Manages and oversees the research and preparation of strategic corporate communications to create effective communication materials and strategies that will engage staff and enhance the City's position and presence with key stakeholders, which includes:
  - Developing policy and procedures
  - Writing communications plans
  - Developing key messages and supervising the outputs
  - Identifying opportunities and threats
  - Recommending appropriate channels and tools (internal/external audiences)
- Act as a subject matter expert, change agent, key enabler and champion of the City of Owen Sound's commitment to fostering a workplace culture and environment that is inclusive, diverse and equitable through the creation of communications which support equity, diversity, and inclusion in all communications
- Stays abreast of the most current and progressive communication practices to determine new, engaging, and effective methods and tools to communicate
- Work to identify issues management strategies, dealing with sensitive, contentious, and confidential matters.
- Strategically and systematically evaluate City projects and initiatives to identify those with the greatest potential for media coverage and internal stakeholders, with an emphasis on Council priorities
- Proactively engages in the first stages of a developing issue or crisis communication, offering early insights and intelligence support for senior leaders, including key message development

- Oversees all corporate communications, including key message development for external stakeholders (e.g. citizens, media) and internal stakeholders and policy and procedure development related to communications, for matters with city-wide implications.
- Leads communications through the development of innovative and inspiring messaging that builds engagement and enhances the culture and values of the City
- Develops and executes public relations campaigns to communicate and maintain a positive image for the City of Owen Sound, including profiling or showcasing "good news" stories/events, etc.
- Develop and design appropriate and branded materials to support communications programs, while complying with AODA accessibility standards and guidelines.

#### Community Engagement (15%)

- Site administrator for the community engagement platform
- Act as a key member in researching, creating, and maintaining the City's community engagement framework.
- Build engagement initiatives with teams to assist in developing an engagement charter and strategy for initiatives.
- Engage with a variety of community groups and understand the issues impacting equity-deserving groups.
- Advise on engagement plans, activities and report outcomes.
- Support development across all divisions with staff and stakeholders as it relates to the engagement framework and corporate initiatives.
- Develop and facilitate engagement opportunities, including problem-solving and idea creation between the municipality and community and foster awareness around service delivery and connection to public service.
- Support staff in conducting their engagement processes and ensure the approaches align with the City's overall goals.
- Stay informed about trends in community engagement.

#### Corporate Website (10%)

- Oversee the corporate website, including developing policies and processes for ensuring content is relevant, accessible and up-to-date.
- Provide technical support and training for staff users to update online content.
- Optimize content organization to facilitate user navigation and remove stale content.

#### Corporate Intranet (10%)

- Oversee the corporate intranet, which fosters internal collaboration and increases communication across divisions.
- Develop and post regular news updates for internal information or engagement purposes.
- Work within the web content management system to maintain relevant content related to department information on the City's internal intranet.
- Optimize the intranet's layout and capabilities to make information and resources more available and efficient to staff users.
- Promote the use of the intranet in internal communication strategies.
- Provide basic training or support to staff users.

### Media Communications (10%)

- Contributes to the creation and distribution of media releases in support of the City's goals, objectives, programs, and services targeting both external and internal audiences.
- Ensures the City's reputation and image are upheld by monitoring, researching, and analyzing programs and issues.
- Provide editorial support to media releases for the Mayor and City Manager's Office.
- Creates media briefing materials to support corporate initiatives.
- Maintain and act as the main contact for all enquiries from the media.
- Provides media relations consultation to identified spokespersons and other internal clients, including preparation of background information for interviews, as required.
- Manages and conducts proactive media outreach and manages media relations projects or campaigns to promote and elevate the City's brand and key messages.
- Evaluate media coverage on key issues and generate reports as needed using media monitoring tools.
- Maintains current data sources and FAQs, which are critical to generating prompt and accurate responses to media.
- Performs frequent media monitoring and issues scanning and reporting.

### Graphic Design (10%)

- Serve as a brand ambassador to ensure all internal and external marketing assets meet corporate brand standards through the appropriate use and application of brand elements.
- For strategic projects - creates promotional materials such as email campaign templates, digital ad designs, presentations, web banners, interactive PDFs, social media images, etc.
- Establishes a unified brand identity across all visual materials, documents design standards, maintains a brand guide, and advocates for brand compliance.
- Provides advice and consultation regarding the use of various design elements and recommends the most appropriate visual communication designs.

### Crisis Communications (5%)

- Build political acuity to assess and identify issues and management strategies, dealing with sensitive, contentious and confidential matters.
- Act as a support function to the Emergency Operations Committee.
- Provide direction and regular updates to the Command of Emergency Operations Committee to ensure that accurate and up-to-date information is disseminated to the public.
- Build and implement effective internal and public risk-related communications to inform and educate concerned stakeholders, as well as with the organization's leadership and employees.

### Social Media / Electronic Signage (5%)

- Create and monitor social media campaigns, strategies, content, and implementation schedules that support various corporate communications or priorities.
- Develop and plan posts for engaging through social media in accordance with details above
- Manage timing of posts on various City social media sites including Corporate Facebook, Corporate Twitter, and LinkedIn (scheduling posts from various departments)
- Develop and schedule posts for engaging through the signs in collaboration with various internal divisions

### Administrative (5%)

- Office administration and administrative technical support for the Mayor/ City Manager including correspondence, telephone inquiries, and accounting duties.
- Maintain working schedule and calendar for Mayor/ City Manager as well as scheduling public and internal meetings as requested.
- Coordinate office activities ensuring timely follow-up to all inquiries, track and complete action items, and ensure urgent issues are addressed and/or redirected throughout the day.
- Organize and schedule events related to the City Manager Office e.g., CM coffee chats
- Arranges designated replacements from among Council Members for the Mayor as required.
- Prepare travel schedules, book travel arrangements and make reservations for Mayor/City Manager

### Interactions with Others

- Participates in interdepartmental staff committees; liaises with various associations and other levels of government.
- Provide editing support, as needed, for communications and marketing material.
- Ability to respond promptly to ad hoc requests pertaining to information and requests for assistance with market research.
- Participate on committees and task forces, as required; chair meetings as directed.
- Take the lead on various large, design-related brand projects, from strategic planning and design to implementation and post-project analysis that expands audience engagement.

### **Employee Health & Safety Responsibilities:**

- Carry out work in a safe manner, preventing safety hazards to the incumbent and others;
- Actively participate in all COS safety initiatives and trainings;
- Report all hazards, incidents, accidents, near misses, injury or illness promptly to your supervisor; complete all requested documentation.
- Follow all COS policies and procedures as well as the Occupational Health and Safety Act.
- For a detailed description of worker responsibilities see the Occupational Health and Safety Act Part III Section 28

### **Educational Requirements:**

- University Degree in Public Relations, Communications, Journalism, Marketing, Public Administration, Political Science, or suitable equivalent.

### **Skills and Competencies at the Working Level:**

- Excellent judgment, initiative, and critical analysis abilities in issues management, engagement, and key message development.
- Excellent technical design expertise, including proficiency in Adobe Creative Suite; knowledge and experience using Adobe Illustrator, InDesign and Photoshop
- Proven track record with using various social media platforms (i.e. Facebook, Instagram, Twitter, LinkedIn, and Hootsuite)
- Exceptional creativity and innovation.
- Excellent time management and organizational skills.
- Accuracy and attention to detail.
- Ability to interact professionally and effectively with all levels of staff and the media, exercising

sound judgment, tact and diplomacy.

- Demonstrate ability to translate technical information into messages non-expert audiences can understand.
- Knowledge of, or demonstrated ability in, the City's core competencies and relevant functional competencies (experience in a municipal setting an asset)
- Thorough working knowledge of computer software packages, including industry-standard word processing, desktop publishing, photo editing and artwork programs.
- Possess and maintain a valid Ontario Class "G" Driver's License and access to a vehicle required

## **Experience at the Working Level:**

### **Previous Work Related Experience (# of years or months):**

5 years' of progressively more responsible related experience with a sound working knowledge of modern communication practices and techniques, including several years' experience leading high-level communications initiatives and strong writing and editing skills.

### **Positional on-the-job training required (# of weeks or months):**

1-year experience at City of Owen Sound to gain understanding of corporate culture, local practices and annual processes

## **Supervisor/Management:**

**Character of Supervision:** (Type of supervision)

N/A

## **Physical Demands:** Length of time/repetitions/weight in average working day.

Computer Use: 5 – 7 hours per day

Walking: up to 1 hour per day

Standing: up to 1 hour per day

Sitting: 5 – 7 hours per day

Lifting: up to 40 pounds

Ladder Climbing: occasional

Exposure: [Click here to enter text.](#)

Other: [Click here to enter text.](#)

## **Working Conditions:**

Hours of work: 35 hours per week

Shift length: 7 hours per day

Shift Schedule: Monday - Friday

Additional Comments: Overtime required and attendance at Council and Committee meetings as required

## **Consequence of Errors:**

Errors could result in financial loss for the Corporation, loss to credibility of the organization and the Office of the City Manager would be compromised.

Breach of Confidential or sensitive information could lead to legal action and costs to the organization.