

Employment Opportunity Notice EX21-258

The City of Greater Sudbury

requires a

Manager of Communications and Engagement (Bilingual – English/French)

Reporting Location: Tom Davies Square

Permanent Position

Start Date to Follow Selection Process

The Communications and Engagement Section, Communications and Community Engagement Division, Office of the Chief Administrative Officer of the City of Greater Sudbury, requires a Manager of Communications and Engagement. The successful candidate must possess the qualifications and perform the duties, as set out below. The current range of pay for this position is \$3,936.80 to \$4,631.20 bi-weekly.

Main Function: The position is responsible to the Director of Communications and Community Engagement for the complete management, direction and operation of the Communications and Engagement Section, and for the successful accomplishment of strategic organizational priorities and the sectional annual Business Plan.

Division of time by area of accountability: 70% day-to-day and strategic direction and oversight of corporate communications activities, 30% day-to-day and strategic direction of community engagement activities.

Duties: Under the general direction of the Director of Communications and Community Engagement.

1. Provide leadership, supervision and direction of the Communications and Engagement Section, including all operational and strategic activities.
2. Responsible for the preparation and execution of an annual Business Plan covering all mandated services of the Communications and Engagement Section, in concert with the budgeting process. The Plan will detail service goals, expected service performance outputs, resource inputs required to achieve these outputs, and the performance measures used to assess the Communications and Engagement Section's performance against the goals.
3. As the senior administrator of the Section, serve as the key source of information about CGS and as an official channel of communication and engagement between CGS and its public; bring to public attention, through appropriate media, significant facts, opinions and interpretations and engagement opportunities, which will serve to keep the public aware, and engaged of CGS policies and actions.
4. Manage the financial, human and physical resources of the Communications and Engagement Section in alignment with CGS's vision and values, and in accordance with the annual Business Plan.
5. Provide direction/coordination and is accountable for operational activities within the Communications and Engagement Section, including support to all service areas and organizational projects:
 - Advise the Mayor, Council and CGS management in the development and maintenance of effective current and Long-range policies, plans and practices which affect its relationship with the public, provide strategic guidance and recommendations;
 - Coordinate CGS communication and engagement activities, which affect its relationship with the general public or with stakeholder groups;

**Employment Opportunity EX21-258
Manager of Communications and Engagement (Bilingual – English/French)
(Permanent Position)**

- Collect and analyse information on the changing attitudes of key public groups toward CGS;
 - Maintain effective relationships with public entities;
 - Develop and participate in news conferences, special events and other programs of public interest;
 - Responsible for CGS's issues management framework and media relations;
 - Supervise the design and content of CGS publications, including annual reports, informational booklets, posters, flyers, in both English and French;
 - Assist CGS spokespersons in articulating their services before live audiences through the use of visuals, training and Communications and engagement training;
 - Consult with management on a daily basis on problems affecting organizational communications and engagement and in formulating policies which will strengthen trust with the community;
 - Oversee the development and maintenance of CGS's website and other online platforms, in English and French;
 - Oversee implementation of CGS's Visual Identity Standards.
6. Oversee the implementation of CGS's French Language Services Policy.
 7. Oversee the implementation of Community Engagement strategies, policies and plans.
 8. Assume the role of secondary Emergency Information Officer during the activation of CGS's Emergency Response Plan and provide leadership and support for the emergency planning process.
 9. Develop and maintain a thorough working knowledge of CGS's Safety Manual and the applicable Provincial Legislation listed therein.
 10. Perform other related duties as required.

Qualifications:

Education and Training:

University degree in a related discipline from a recognized University with Canadian accreditation.
Additional education initiatives to update and expand competencies.

Experience:

Minimum of four (4) years of directly related and responsible communications experience including two (2) years managing a similar function in a large, unionized, and highly diversified public or private sector organization.

OR

Education and Training:

College diploma in a Communications related discipline from a recognized College with Canadian accreditation.
Additional education initiatives to update and expand competencies.

Experience:

Minimum of six (6) years of directly related and responsible communications experience including two (2) years managing a similar function in a large, unionized, and highly diversified public or private sector organization.

Knowledge of:

Principles, techniques and objectives of communications and engagement as applied to municipal government.
Current English and French usage and journalistic styles, both print and broadcast.
Opinion research and economic, demographic trends.
Graphic design principles, typography, layout and printing techniques, hardware and software.
Audio-visual equipment and its uses.
CGS's priorities and current and emerging issues within CGS.
Applicable legislation and related regulations.
Best practices within areas of responsibility.
Horizontal linkages to other relevant governmental levels and services as well as the private sector.

Abilities to:

Manage the financial, human and physical resources of the Section in a collaborative manner.
Demonstrate supervisory and administrative ability in directing the section's activities.
Prepare an effective Business Plan for the Section. Set and achieve high standards for the Section.
Prepare operating and capital budgets for the Communications and Engagement Section.
Provide a stabilizing influence within the Section.
Identify/manage issues and recommend/implement strategic solutions.
Deal with politically sensitive issues. Demonstrate strong organizational and analytical skills.
Develop and implement comprehensive Strategic Communications and Engagement Plans and marketing campaigns.

**Employment Opportunity EX21-258
 Manager of Communications and Engagement (Bilingual – English/French)
 (Permanent Position)**

Comprehend and make inferences from written material in both English and French.
 Understand and meet the needs of customers.
 Translate CGS's vision for others both within and outside the organization.
 Build the values of the organization into Section programs, services and policies.
 Compose news articles, media releases, speeches, radio and television scripts, reports and letters
 Align communication systems to facilitate better service for the residents of Greater Sudbury.
 Link programs, services and policies of the Section to broad policy objectives of the organization.
 Create enthusiasm and motivation for employees with the Section to pursue CGS's targets.
 Create and respond appropriately to a continuous learning environment.
 Balance conflicting demands from stakeholders.
 Anticipate and manage the impact of change on the Section's activities.
 Manage conflict; mediate disputes; assist in reaching consensus.

Personal Suitability:

Mental and physical fitness to perform essential job functions.

Language:

Excellent use of English and French; verbally and in writing. Additional languages an asset.

Other:

May require the use of a personal or CGS vehicle on CGS business. Must be physically capable of operating the vehicle safely, possess a valid Class "G" driver's licence, have an acceptable driving record, and personal insurance coverage.

Leadership Competencies:

Tactical Implementation II

| Competency | Competency Definition | Level | Level Definition |
|------------------------------------|---|-------|---|
| Shaping the Future | | | |
| Innovation | Take a creative approach to problems or issues, "think outside the box", go beyond the conventional, and explore creative uses of resources. | 4 | Takes action to innovate |
| Judgment and Decision Making | Make sound decisions involving varied levels of complexity, ambiguity and risk. | 3 | Develops alternatives before making complex decisions |
| Delivering Business Results | | | |
| Collaboration | Work and communicate collaboratively within City of Greater Sudbury to create alignment within and across teams and groups. | 3 | Collaborates beyond one's area |
| Customer/Citizen Focus | The desire to work closely with internal and external customers to meet and exceed their expectations. | 3 | Monitors and improves quality of customer service |
| Organizational Awareness | Learn and understand the key relationships, diverse interest groups and power bases within one's own and other organizations. | 3 | Understands climate and culture |
| Planning, Coordination & Execution | Plan and coordinate work to achieve desired results on a consistent basis. | 4 | Plans and executes broad implementation efforts |
| Aligning People & Teams | | | |
| Developing Others | The genuine intent to foster the long-term learning or development of others by recognizing and supporting their developmental interests and needs, and encouraging opportunities for learning. | 3 | Provides feedback to encourage ongoing development |
| Holding Self & Others Accountable | Hold others accountable to execute to high standards of excellence and hold themselves accountable to the same or higher standard. | 4 | Acts to address performance issues |
| Leadership | Inspire others to work toward common goals by engaging and empowering them, and providing clarity and direction. | 3 | Obtains resources and takes care of the team |

**Employment Opportunity EX21-258
 Manager of Communications and Engagement (Bilingual – English/French)
 (Permanent Position)**

| Enhancing Personal Effectiveness | | | |
|---|--|---|---|
| Flexibility/Adaptability | Adapt and work effectively within a variety of situations, and with various individuals or groups. | 3 | Adapts approach |
| Interpersonal Communication | Communicate effectively by reflecting on verbal and non-verbal behaviour, being attuned to the needs, perspectives and sensitivities of others and acting with them in mind. | 4 | Makes insightful assessments |
| Managerial Courage/Integrity | Acting with integrity, ensuring one's actions are consistent with City of Greater Sudbury's values and expectations. | 3 | Is honest and candid with managers, peers or external parties |
| Leadership Presence | Develop and maintain a sense of presence and emotional maturity and have an inner confidence that one can succeed and overcome obstacles. | 4 | Demonstrates resilience |

For more information on leadership competencies, please refer to our website: www.greatersudbury.ca/jobs

Qualified candidates should submit their résumé in confidence by **Monday, May 10, 2021 at 4:30 PM by: e-mail to: hrjobs@greatersudbury.ca or facsimile number: 705-688-3979.** Any application received after this deadline will not be considered. Please reference the Employment Opportunity number (**EX21-258**) on your resume.

The City of Greater Sudbury is dedicated to maintaining a fair and equitable work environment, and welcomes submissions from all qualified applicants.

Personal information submitted will be used for the purpose of determining suitability for this competition only in accordance with The Municipal Freedom of Information and Protection of Privacy Act.

All applicants are thanked for their interest in this position. Only those selected for an interview will be contacted. If contacted, and you require a disability related accommodation in order to participate in the recruitment process, you must advise the Hiring Manager.