



## The City of Orillia is hiring a **Manager of Communications**

The City of Orillia is less than 90 minutes from the Greater Toronto Area. Even though growth and progress have been strong in recent years, the Sunshine City has worked hard to retain the small-town charm that has captivated generations. The quality of life is unbeatable in this city surrounded by two lakes, where outdoor pursuits are available in all seasons and are enjoyed by both visitors and residents.

The City of Orillia is currently seeking a highly motivated individual to fill the position of **Manager of Communications**.

Reporting to the Chief Administrative Officer (CAO) or designate, the Manager of Communications is responsible for facilitating the implementation of a corporate communications strategy to provide consistent, accurate and timely internal and external communication activities to a variety of audiences (residents, visitors, Council, internal staff, and other key stakeholders). This role will work to harmonize all communication and efforts of the City (media and public relations, strategic communications, crisis communication, public engagement, branding, etc.) to enhance public awareness and support corporate objectives and Council priorities.

Candidates must possess a post-secondary degree in a related field (e.g., business, communications, public administration), at least three years of experience in a supervisory communications role, and excellent verbal and written communication skills. This position requires excellent computer skills using MS Office Suite, together with other application software such as desktop publishing, graphic design and web content management as well as email software and the internet.

The City of Orillia offers a competitive salary, a comprehensive benefits package, and registration with the OMERS pension plan. The salary for this position is \$103,856 to \$121,497 (2024 rates) based on a 35-hour work week.

Interested candidates with the required qualifications are welcome to submit their resume and letter of interest by **May 30, 2025 at noon**.

**Applications will only be accepted by applying online at [careers.orillia.ca](https://careers.orillia.ca).**

We thank all applicants, however, only those selected for an interview will be contacted.

Note: The City of Orillia is committed to an inclusive, barrier-free environment. Accommodation will be provided in all steps of the hiring process. Please advise the City of Orillia Human Resources Department if you require any accommodations to ensure you can participate fully and equally during the recruitment and selection process. We thank all applicants that apply and advise that only those to be interviewed 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 2001, S.O. 2001, c. 25., and will be used for the purpose of candidate selection. Questions about this collection should be directed to the Freedom of Information Coordinator, City of Orillia, 50 Andrew St. S., Orillia ON L3V 7T5.

## Manager of Communications



### Position Synopsis and Purpose

Reporting to the Chief Administrative Officer (CAO) or designate, the Manager of Communications is responsible for facilitating the implementation of a corporate communications strategy to provide consistent, accurate and timely internal and external communication activities to a variety of audiences (residents, visitors, Council, internal staff, and other key stakeholders). This role will work to harmonize all communication and efforts of the City (media and public relations, strategic communications, crisis communication, public engagement, branding, etc.) to enhance public awareness and support corporate objectives and Council priorities.



### Major Responsibilities

Description	Approx. Time Spent (%)
<b>Programs/Service Delivery</b> <ul style="list-style-type: none"> <li>Provide leadership and strategic communications advice/ coaching/ solutions to City staff and Council regarding communications and the overall Corporate Communications Strategy.</li> <li>Lead the development and implementation of internal and external communication and public relation plans, key messages and materials, which set goals and objectives to increase public/employee awareness and understanding of City programs, services, priorities and emerging issues, and to encourage public input into Council initiatives.</li> <li>Provide strategic media relation/issues management coaching and advice on a variety of issues and initiatives, including those that may be contentious.</li> <li>Facilitate media interviews and respond to media inquiries on behalf of the Corporation.</li> <li>Administer the development and guidance to City staff pertaining to corporate branding, visual identity, advertising and marketing initiatives and opportunities.</li> </ul>	55%

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<ul style="list-style-type: none"> <li>Respond to public inquiries regarding various City initiatives and activities, such as City facilities, services, plans, programs, special projects and events.</li> <li>Provide expertise and guidance on the creation of communications materials (e.g. speeches, news releases, key messages, reports, etc.).</li> </ul>	
<b>Policies &amp; Administration</b> <ul style="list-style-type: none"> <li>Develop, recommend and maintain corporate communications policies, procedures and standards consistent with the communications strategy and comply with relevant legislation (i.e. AODA, CASL, etc.) related to corporate communication and public engagement activities.</li> <li>Lead the research into new and emerging communications and public engagement tools, venues and trends and make recommendations to improve current practices.</li> <li>Oversee the support and maintenance of the corporate website, City intranet and other corporate communication tools in conjunction with the IT Division and department contributors.</li> <li>Provide support and training to departmental staff to develop content and approve development of any new content or corporate tools.</li> <li>Establish relationships with media outlets and act as a media contact.</li> <li>Participate in the Emergency Control Group (ECG) and act as the Emergency Information Officer.</li> <li>Facilitate communications training for Council and staff as required.</li> <li>Assist in the Municipal Election process.</li> <li>Other duties as assigned in accordance with Corporate Objectives.</li> </ul>	30%
<b>Human Resources</b> <ul style="list-style-type: none"> <li>Manage employees in a manner consistent policies and procedures, including recruitment, work scheduling, training and performance evaluation.</li> </ul>	10%
<b>Financial Management</b> <ul style="list-style-type: none"> <li>Develop, make recommendations and administer the annual budget for communications, and ensure expenditures are controlled and maintained within approved budget limitations.</li> <li>Process invoices, cheque requisitions, and other employee expenses and liaise with the Finance Division as required.</li> </ul>	5%

\*Note: All activities are expected to be performed in a safe manner, in accordance with the Occupational Health and Safety Act and its Regulations, along with Corporate Safety policies, procedures and programs. In addition, all necessary personal protective equipment must be used and maintained in good condition.



## Decision Making and Independence

### 1. Examples of the types of decisions that are made or issues/situations that are dealt with on a regular basis and how judgement is used to resolve them.

- Create strategic communications that involve the understanding of difficult or complex issues facing the municipality.
- Provide advice regarding the use of social media or the implementation of new communication platforms.
- Provide advice and act as expert resource for City staff and Council communications and media-related information.
- Provide rules and guidelines, as well as advice, on the use of the City's visual identity both internally and externally.

### 2. Examples of situations or problems that are referred to the supervisor for direction or resolution.

- Any public statements with potential legal, financial, or reputational impact require approval from the CAO.



## Required Training

- Training in media relations, crisis communication, and digital engagement strategies.
- Training on the latest trends in corporate social media engagement and monitoring.



## Minimum Qualifications

### Education (degree/diploma/certifications)

- University degree in business, communications, marketing or related discipline.

### Experience

- Minimum of three years' previous experience in media/ public relations/ communications, including experience in a managerial or supervisory capacity.
- Knowledge of Council and municipal government processes.
- Social media, media networking, and digital media management.

### Knowledge/Skills/Ability

- Superior written and oral communications skills, including the ability to research, gather and interpret technical information to create an end product that can be understood by a variety of audiences.

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- Ability to exercise a high level of independence with excellent organizational and time management skills to handle competing priorities.
- Well-developed interpersonal and team skills to lead and/or participate on multi-disciplinary teams and cross-functional activities and projects.
- Extensive knowledge of print, graphic, social media and other web-related mediums.
- Demonstrated ability to effectively utilize relevant software applications and various desktop publishing platforms.
- Excellent judgement, organizational, verbal, and written communication skills.
- Strong interpersonal skills and ability to work in a team environment.
- Excellent time management and ability to handle multiple priorities.
- Advanced computer skills using SharePoint, MS Office applications, including Word, Excel, PowerPoint, Email, and the Internet.
- Knowledge of desktop publishing using Adobe Creative Suite and web content management or HTML.
- Familiarity with Emergency Control protocols and crisis response procedures.
- Techniques for handling public inquiries and managing challenging situations in a professional manner.

### Physical Demands

- Sitting, standing, or walking. Work is conducted in a standard office environment with continual visual concentration required.

### Position Requirements

- Valid Class 'G' Ontario Driver's License and access to a reliable vehicle.
- A current and acceptable Criminal Record Check is required prior to the employment commencement date.
- Attendance at meetings, seminars and conferences as required.
- Availability to assist with after-hours questions, concerns, and/or emergencies; to attend evening/weekend meetings or special events; and/or to work outside of designated normal hours per week.
- Must have a high-speed internet connection and a proper workstation at a home location to enable remote work.



## Preferred Qualifications

### Education (degree/diploma/certifications - in addition to the above)

- Basic Emergency Management Certification.
- Lean Certified.



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### Experience (in addition to the above)

- Member of the Emergency Management Control Group as the Emergency Information Officer.
- Previous communications experience in the public sector.

### Knowledge/Skills/Ability (in addition to the above)

- Graphic Design and video production knowledge using Adobe Creative Suite.
- Knowledge and proficiency using Govstack.



### Position Classification

<b>Position Title:</b> Manager of Communications	<b>Division:</b> N/A
<b>Department:</b> Chief Administrative Office	<b>Classification:</b> Exempt (non-union)
<b>Work Location:</b> Orillia City Centre	<b>Reports to (Direct):</b> Chief Administrative Officer or designate
<b>Position(s) Supervised Directly:</b> two	<b>Position(s) Supervised Indirectly:</b> N/A
<b>Effective Date:</b> May 5, 2025	<b>Revision Date:</b>
<b>Salary Range:</b> Category 7 - Exempt Salary Schedule	<b>Hours per Week:</b> 35



## Organizational Chart

Below is the reporting relationship of this position to others within the immediate department.



**Created:** May 12, 2025