

Job title	<b>Media / Information Coordinator</b>
Reports to	<b>Chief Administrative Officer</b>
Next Level Manger	N/A

### Job Summary

The Media / Information Coordinator is responsible for the coordination of internal and external communications of the County. This includes media relations and public requests for information (FOIPOP) in accordance with the direction of the Chief Administrative Officer / FOIPOP Administrator.

### Duties and Responsibilities

#### Media Coordination

- 1) Responsible for the corporate-wide communication strategies and initiatives
- 2) Promotes public consultation
- 3) Prepares media releases and council briefs
- 4) Oversees public relations via promotional advertising and special events
- 5) Attends meetings of Council and Committee of the Whole
- 6) Liaises with other levels of Government (Federal, Provincial, Municipal) for project announcements
- 7) Prepares awards and recognitions in accordance with Policy
- 8) Serves as Public Information Officer for the Emergency Operations Committee

#### FOIPOP Coordination

- 9) Serves as Coordinator for Part XX of the *Municipal Government Act* (FOIPOP) by:
  - receiving and cataloguing formal requests for information from the public
  - researching, recommending and preparing responses for the Administrator

#### Other Duties

Other reasonably related duties as may be assigned by the Chief Administrative Officer

### Qualifications

The incumbent must have proficient knowledge in the following areas:

- Principles and practices of communication

The incumbent must have the ability to:

- Administer departmental goals, objectives and procedures.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Research, analyze and evaluate new service delivery methods and techniques.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

## Job Description – **Media / Information Coordinator**

### *Experience and Training Guidelines*

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- Post-secondary business education or training in communications, marketing or public affairs
- Alternative to above, an equivalent combination of knowledge and experience
- Previous municipal government experience/training an asset

### **Competencies**

**Values Diversity** -Valuing Diversity is the ability to understand and respect the practices, customs and values of other individuals and cultures. Diversity is beneficial to the organization and community. It applies the ability to work effectively with a wide cross-section of the community representing diverse backgrounds, cultures and socio-economic circumstances, and divergent goals.

**Communication** - Communication is effective, timely, and relevant exchange of information that is respectful of the diversity of people, and the geography and working environments of our employees. It includes receiving information, listening, understanding and responding openly and effectively in interactions with others. It also implies this information is processed into actions.

**Citizen Services** - Implies a desire to help or serve others in a courteous and respectful manner and with the goal of meeting their needs. It means focusing one's efforts on discovering, meeting and balancing the needs of citizens, residents, elected officials, internal colleagues, or anyone that the person is trying to help. This involves recognizing that municipal employees are providing services and information to those who have rights and obligations (taxpayers and residents).

**Achievement Motivation** - Focuses efforts on working well and / or competing against a standard of excellence while achieving high quality results.

**Work Safety** - Employees have a responsibility to take all reasonable and necessary precautions to ensure their health and safety and that of anyone else who may be affected by their work or activities. This includes adhering to safe practices and standard operating procedures established to reduce risks. Failure to do so is grounds for disciplinary action in accordance with the County's policies regarding managing unsatisfactory performance.

**Duty of Loyalty** - As a representative of the County of Annapolis, every employee has a legal obligation to avoid acting in a manner that's contrary to the County's interests. This includes refraining from public criticism of the County's practices or personnel, as well an obligation to maintain confidentiality. Failure to do so is grounds for disciplinary action in accordance with the County's policies regarding managing unsatisfactory performance.

### **Working conditions**

This position must:

- Have ability to deal effectively with co-workers and the public;
- Have current WHMIS
- Have a valid Nova Scotia Class 5 driver's license
- Be physically and emotionally able to cope with stresses and responsibilities associated with the position
- Attend meetings, both at and away from the office and some will be outside normal business hours
- Sign a confidentiality agreement

# Job Description – Media / Information Coordinator

## Physical requirements

This position works in an office environment

## Direct reports

None

## CERTIFICATION

<hr/>	
Employee Signature	
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Printed Name	Date
I certify that I have read and understand the responsibilities assigned to this position.	
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Chief Administrative Officer's Signature	Date
I certify that this job description is an accurate description of the responsibilities assigned to the position. I approve the delegation of responsibilities outlined herein within the context of the attached organizational structure.	

The above statements are intended to describe the general nature and level of work being performed by the incumbent(s) of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of the position.