

Local Immigration Partnership Communications Specialist

Permanent

(Salary Range: \$32.67- \$36.76)

28 hours/week

Economic Development, Tourism & Culture

The County of Grey is currently recruiting for a Local Immigration Partnership Communications Specialist. This is a permanent position with group health and dental benefits. The primary role is to develop and execute communications plans and support public awareness campaigns for the Grey Bruce Local Immigration Partnership (GBLIP).

Working closely with GBLIP staff, this position will build awareness of LIP initiatives and promote equity, diversity and inclusion to local community residents, leaders and employers in the Grey and Bruce region. This project is a joint venture between Grey and Bruce Counties with strategic direction and support provided by both Counties.

Join our team and help make a difference in our region!

Position Overview

Reporting to the Economic Development Officer, the LIP Communications Specialist has the following duties and responsibilities:

- Develop and execute annual communication plans aligned with both Counties' Corporate Strategic Communications Strategies to promote and raise awareness of GBLIP and GBLIP partnered activities.
- Develop and manage marketing communications campaigns around "Positive Messaging" and "Welcoming Communities".
- Create innovative and engaging content, including storytelling, event promotion, media releases and kits, articles, photography and video, across a variety of mediums.
- Manage and maintain digital media platforms; including website and social media.
- Create informative and innovative social media content; moderate social media channels.
- Support Grey and Bruce member municipalities in customizing their welcoming communities messaging.
- Strengthen reach and build the audience for GBLIP; monitor and track performance, make recommendations to enhance marketing communication efforts.
- Monitor media to understand spectrum of opinions and build on positive messages.
- Ensure marketing initiatives are continually aligned with GBLIP branding, municipal and federal communication protocols.

- Responsible for ensuring all content and materials adhere to accessible communications requirement of the AODA.
- Perform other related duties as assigned.

Required Knowledge, Skills and Experience

- A three-year post-secondary diploma in communications, marketing or other related discipline or an acceptable equivalent of formal education and practice experience, can be applied to this position.
- Two years relevant experience
- Strong oral and written communication skills, attention to detail with the ability to prioritize tasks; proven ability to communicate effectively with multiple stakeholder groups.
- Proficient at storytelling through compelling content and graphics; strong graphic design skills.
- Knowledge and awareness of municipal government responsibilities, policies, and procedures.
- A strong understanding of website and social media platforms, including best practices, limitations, features and nuances, and analytics for major platforms.
- Experience collecting, analyzing, and evaluating data for social media and the web is an asset.
- Knowledge of anti-discrimination campaigns, newcomer attraction and retention, cultural awareness, workforce development and economic development as well as Grey and Bruce Counties socio-economic characteristics & community resources an asset.
- Solid time management and organizational skills; ability to work independently with minimal supervision.
- Creativity and the ability to successfully collaborate.

Information for Interested Candidates

A detailed job description and instructions on how to apply are available on the County's website, www.grey.ca/careers

NOTE: Proof of COVID-19 full immunization or proof of valid medical exemption is a requirement of employment at Grey County.

Candidates for the above position are invited to submit resumes prior to the submission deadline: **August 15, 2022 at 4:30pm** to: careers@grey.ca

We would like to take this opportunity to thank all applicants. Only those to be interviewed will be contacted.

The County of Grey is an equal opportunity employer. Accommodations are available for all parts of the recruitment process. Applicants need to make their needs known in advance

Any personal information submitted will be managed in accordance with the requirements of the Municipal Freedom of Information and Protection of Privacy Act, and will be used only to determine eligibility for employment.

Based on the nature of the position, pre-employment screening may be required including but not limited to; Criminal Record Searches, Financial Credit Inquiries; Educational and Credential Verification; Driver's Abstracts; Drug/Alcohol Testing; Pre-Medical Testing and Investigative Employment References.