



# Job Description

**Position Title:** Local Immigration Partnership Communications Specialist

**Department:** Economic Development, Tourism & Culture

**Reports To:** Economic Development Officer – Attraction & Retention

## Purpose

Reporting to the Economic Development Officer, the primary role of the LIP Communications Specialist 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.

## Responsibilities

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.

## Working Conditions

Usual hours of work are 4 days per week (28 hrs) between 8:30am to 4:30pm. A flexible schedule is required as some evening and weekend work may be necessary.

Possibility for remote work with mandatory in-person bi-weekly meetings.

## Contacts

### *Internal Working Relationships*

Local Immigration Partnership Coordinator and Outreach Specialist, economic development staff and communications staff from Grey and Bruce Counties, other Grey County departments such as Finance.

### *External Working Relationships*

Involves regular interaction with media contacts, community organizations, municipalities and their economic development officers, economic development organizations and government agencies and other external contacts with whom the Counties do business with.

## Knowledge and Skill

- 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.

## Impact of Error

Failure to communicate effectively with partners may result in a less cohesive and effective approach to attraction and retention efforts.

The performance of staff is key to ensuring support of the economic development process and maximizing benefits.

Failure to comply with the contribution agreement could result in loss of funding, and future funding opportunities.