

Communications & Events Coordinator

Economic Development, Marketing & Communications

PERIODE OF EMPLOYMENT

Full-time, permanent (37.5h)

POSITION SUMMARY

The communications and events coordinator will be responsible for the organization, coordination and monitoring of events offered by the Regional Municipality of Grand Falls. He/she will also be responsible for developing marketing tools and writing and publishing municipal communications.

EDUCATION AND TRAINING

Education

- College diploma or bachelor's degree in communications/marketing or event management or any other related field

Experience

- Minimum of 2 years of experience in communications, social media management, marketing and/or event management.
- Experience in website management

SKILLS & QUALIFICATIONS

- Perfectly fluent in both French and English (oral and written).
- Communication, customer service and public relations skills.
- Sense of initiative.
- Professionalism, creativity, and diplomacy
- Attention to details.
- Ability to manage multiple files at once.
- Ability to work to tight deadlines.
- Excellent knowledge of new technologies.
- Excellent knowledge of programs and software such as the Microsoft Office suite.

ROLES AND RESPONSIBILITIES

Communication

- Participates in the design of marketing tools, communication and promotional items and coordinates the production of this material with the various suppliers.
- Creates content and manages the municipality's various social networks and follows up on messages and comments accordingly.

- Establishes a publication schedule for all municipal pages (Administration, Tourism, Leisure, Grand Golf, Summer Camps, swimming team, etc.)
- Updates content on our websites including content management, publication of press releases and job offers for all departments.
- Writes various communications such as public notices, press releases, invitations, promotions, newsletters and any other municipal information document.
- Creates various PPT presentations and visuals.
- Carries out media monitoring.
- Ensures the quality of communication of activities and events with citizens in order to support the image of the municipality.
- Coordinates contests with the community
- Proposes and implements new communication strategies and improvements to existing strategies.
- Creates statistical reports on the consultation of web pages and social networks.

Events

- Coordinates events and takes care of the logistics of its events before, during and after.
- Draws up a list of equipment and resources required for planned activities and ensures their availability.
- Ensures that each event respects budgets and deadlines and established agreements and provides relevant reports and evaluations.
- Develops, execute, and finalize all deliverables for each event according to deadlines.
- Acts as a liaison with other involved departments of the municipality (e.g., facilities, public safety).
- Ensures and maintains effective and continuous communications with the various stakeholders participating directly or indirectly in each event.
- Attends various meetings of organizing committees and business partners.
- Coordinates the production of promotional materials, displays and logistics related to the event.
- Ensures that the visibility of partners and sponsorships is respected.
- Follows up on community complaints with appropriate departments.
- Informs his department manager of the progress of events and necessary needs.

Caution: The above statements reflect the characteristic elements of the identified job and are intended to describe the general nature and level of work performed and should not be construed as an exhaustive enumeration of all inherent occupational responsibilities, duties, abilities, and requirements. All staff members may, from time to time, be required to perform tasks outside the scope of their normal responsibilities, as required.