

COMMUNICATIONS OFFICER (Permanent full-time)

The Trillium Lakelands District School Board invites applications for a permanent, full-time **Communications Officer**. Reporting to the District Manager of Corporate Communications, the Communications Officer supports proactive, effective, and open communication among Trillium Lakelands District School Board (TLDSB) stakeholders. Providing district-wide strategic communications, the Communications Officer promotes the goals and objectives of the TLDSB Strategic Plan for all stakeholders including staff, students, parents/guardians, community members, and the general public.

Key Responsibilities:

- Accurate timely information to internal and external stakeholders
 - Develop and implement strategic communication plans, campaigns, strategies, and tactics within established budgets and timelines
 - Develop and manage all TLDSB digital communication vehicles including but not limited to: public, staff, school, and associated websites; district app; and, social media platforms (Twitter, Facebook, Instagram, YouTube, Google Communities)
- Issues and crisis communication facilitation
 - Respond to media inquiries, monitor local and other education-related media stories, identify and plan for potential issues
 - Respond and assist with communication response to crisis situations
 - Consistently monitor and respond to comments and questions on TLDSB communication channels (email, website, social channels, etc.)
 - Maintain positive working relationships with media throughout the district
- School board identity management
 - Develop, produce, and manage communication materials to promote a cohesive TLDSB brand for all print and digital resources
 - Manage external advertising through traditional and new media channels
- Implementation of best communications practices
 - Monitor and evaluate the success of communication strategies with recommendation and implementation for areas of improvement
 - Identify and pursue opportunities for collaboration with other organizations on communications efforts
- Sharing of innovative student and staff programs, projects and initiatives
 - Lead storyteller, editor, graphic designer, photographer, videographer
 - Support the work of TLDSB departments as well as various board committees including the Communications Advisory Committee
- Support of student, staff, parent, and community engagement
 - Deliver strategic content to diverse audiences across multiple channels
 - Provide system-wide communication to initiate, promote, and enhance student, staff, parent, and community engagement
 - Assist with special events, projects, and other duties as assigned

Qualifications:

- University degree in communications, public relations, or related field
- 5 to 7 years of work experience in the public or not-for-profit sector including corporate communications and public relations
- Extensive experience in social media management with a superior understanding of digital communication technologies
- Excellent written and verbal communication and research skills
- Knowledge of public relations principles, guidelines, and best practices
- A strong sense of issues management and experience working with the media
- Excellent understanding and experience in print and digital communication and brand management including graphic design proficiency in Adobe Creative Suite products
- Proficient or emerging knowledge of video creation, editing, production, and promotion ideally using a BlackMagic cinema and DJ Osmo cameras or similar
- Experience and expertise in website design with proficiency using WordPress
- Understanding of AODA web compliance for the public sector
- Highly effective project management, prioritization, multi-tasking, and time management skills
- Ability to absorb new ideas and concepts quickly and to ensure they are clearly communicated to an audience
- Positive, energetic, motivated team player with the ability to deal with high pressure situations in a fast-paced work environment while consistently developing and maintaining positive relationships
- Demonstrable ability to take initiative and work independently
- A valid driver's license, access to a vehicle, and willingness to travel
- Ability to work outside regular business hours, as required

The Communications Officer position is permanent, twelve month, 35 hours per week with an annual salary range of \$54,365 to \$63,959.

Candidates are asked to submit a cover letter, resume and two samples of professional writing, quoting posting # **MM-2018-07-11-04** by 4:00 pm on Friday, August 10, 2018. To submit your application, please visit our website at www.tldsb.ca/careers

The Trillium Lakelands District School Board would like to thank all respondents; however, only those selected for an interview will be contacted. The candidate selected for the position will be required to provide an acceptable criminal record check, including a vulnerable sector check, prior to the commencement of employment.

Trillium Lakelands District School Board complies with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation for a disability during any stage of the recruitment process, please advise the Employee Services Department.