



MUNICIPALITY OF  
**West Elgin**

## **COMMUNICATIONS AND RECREATION COORDINATOR JOB DESCRIPTION**

Position Title: Communications and Recreation Coordinator

Report to: Manager of Community Services/Clerk

Position status: Full time

Pay Range: \$63,233.91 - \$76,796.82 (Band 5)

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### **RESPONSIBILITIES (includes accountabilities)**

#### **Scope of Position**

Reporting to the Manager of Community Services/Municipal Clerk, this Communications and Recreation Coordinator is the primary contact to oversee and support various municipal and community recreation events and programs. This position will also focus on communications to support input into decision-making and gain public insight into the challenges and opportunities for the municipality. The position plays a vital role in establishing engagement programs and building capacity that supports the municipality in achieving its priorities and addressing emerging opportunities, guided by the goals and objectives of the Strategic Plan

#### **Key Responsibilities**

##### **Communications**

- Develop strategies to improve the Municipality's public image and communications with Municipality residents through the development of communications and promotion strategies.
- Maintain and update corporate website and Municipal social media pages and assists in the drafting of policies to strategically advance the Municipality's online presence.
- Prepares and distributes Council Highlights following Council meetings.
- Assist with research and preparation of draft news releases, memos, public notices, website & social media posts, newsletters & general correspondence for various departments. Gather, research, and prepare communication material for internal and external audiences.
- Prepares and place advertisements on behalf of the Municipality.
- Supports the creation of various marketing materials including but not limited to: print collateral, media releases, social media, website, online engagement tools, surveys, newsletters, and email
- Supports municipal staff in all communication resources and media relations

- Monitors media coverage and assist in the coordination of media events
- Supports the maintenance of the Municipal website, updating the activities and events calendar
- Provides backup for other office staff as needed.
- Back-up collection, opening and distribution of incoming mail to all departments, process all outgoing mail and courier packages.
- Carry out other related duties as assigned

## **Recreation**

- Develops and implements sport, recreation and wellness programs that meet the needs of the diverse range of residents in West Elgin.
- Actively explore grant options, and ensure compliance with grant parameters, budgets and timelines.
- Promote and facilitate special community festivals & events within approved budgets.
- Coordinate facility rentals, including facility tours, programming, maintenance of files, monthly reporting and facility usage reports.
- Attend committee and other off-site meetings as required or when requested.
- Assist in the recruitment and on-boarding of seasonal recreation staff.
- Responsible for the supervision and performance management of seasonal staff (i.e. aquatics).
- Assists in promoting and marketing special events and recreational opportunities to residents and for event organizers.
- Facilitate and support community special events, liaise with community groups and facilitate new event requests.
- Support community special events and community groups, i.e. book facilities and issuing rental contracts using Keystone.
- Collects and accounts for revenue from facilities, program registration and issues receipts when appropriate. Follow up on all outstanding balances.
- Prepares agendas, distributes to the Recreation Committee members and submitting Committee minutes and reports to council meetings.
- Attend Recreation Committee meetings in the evening once a month.
- Implement a sponsorship strategy to raise support for proposed programs.
- Supports a volunteer management program to recruit, train and recognize volunteers in the administration of sports and recreation activities.
- Assist with swimming lesson registration and scheduling
- Assist with the coordination of recreation events including Canada Day celebrations
- Recommend new policies, procedures and programs to the Recreation Committee

## **Other**

- Ability to attend evening and weekend meetings, as required
- Assist with coordinating information with other departments as needed.
- Assist other departments as needed including coverage for absence.
- Other duties as assigned

## **Key Relationships to be managed**

### **External**

- Network with neighbouring municipal staff to develop best practices
- General Public - Answering questions, directing calls, posting on the website & social media (verbal & written communication)

### **Internal**

- Manager of Community Services/Clerk– Report to daily.
- Seasonal recreation staff - Provides direction and supervision
- Co-workers – Communicating with and assisting co-workers with different duties.
- Volunteers – Provides direction and supervision as required

### **Public Relations**

- Representing the Municipality.
- Dealing with the public at the counter, on the phone, and via email.

### **Autonomy**

- Work mostly independently, work with others as required

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## **QUALIFICATIONS**

### **Formal Education and Training**

#### **Diploma/Degree/Certificate**

- Recognized diploma recreation, communications, public relations or equivalent.
- Background in aquatics would be considered an asset
- An equivalent combination of education and experience

#### **License**

- Driver's License

#### **Other Systematic Formal Instruction**

- Office experience, preferably in a municipal setting
- Proficient in Microsoft Office
- Familiarity with social media platforms,
- Proven ability to draft, edit, produce and distribute engaging content for a range of communications material.

## **Work Experience**

- A minimum of two (2) years of administrative experience involving contact with the public, preferably in a public service environment.
- Previous experience leading and supporting volunteers/

## **EFFORT & WORKING CONDITIONS**

### **Physical Effort and Environment**

- Long time sitting
- Computer work
- Lifting and moving file boxes

### **Mental Effort and Environment.**

- Daily interaction and support for the public
- Occasional exposure to unpleasant or irate people
- Council/Committee agenda deadlines
- Various policies, legislated and administrative deadlines
- Ability to multitask and self-direct
- High degree of organizational abilities