

Job Description
Public Relations & Community Engagement Manager

Effective Date:	October 5, 2020	Responsible To:	Municipal Treasurer
Department:	Administration	Type:	Full Time Permanent , salaried
Nature and Scope of Work			
This is an out of scope position which manages all communications on behalf of the City of Flin Flon, working closely with Administration and Council to ensure consistent messaging which aligns with current strategic priorities.			
Duties			
<ul style="list-style-type: none"> • Ensure the effective planning and management of media relations, strategies and initiatives consistent with the City of Flin Flon Community Plan. • Provide communications advice, planning and tools to engage both internal and external constituents. • Develop key messaging to the public and employees on behalf of Council, the Mayor and administration. • Research, write and assist in editing various regular and recurring communications such as blogs, print and broadcast media. • Manage the timely preparation of news releases, public service announcements and social media posts. • Maintain and develop content for the website, connect site, the Flin Flon App and all social media. • Create and develop promotional material on behalf of The City of Flin Flon and other stakeholders in the region. • Engage with and work closely with the Regional Economic Development Committee. • Attend out of town promotional events and opportunities such as trade shows. • Promote the community as a tourism destination. • Act as a social media influencer using positive messaging. 			
Desired Knowledge, Skills and Abilities			
<ul style="list-style-type: none"> • Must be a confident communicator and presenter. • Requires strong writing, editing, proofreading, layout and design skills • Superior project management and time management skills. • Must possess excellent organizational and planning skills • Must be knowledgeable of current technologies and trends in social media, design tools and applications. • Must be able to work with a minimum amount of supervision. • Must be able to maintain confidentiality. 			
Qualifications			
<ul style="list-style-type: none"> • Bachelor’s Degree in public relations, communications, journalism, marketing, graphic design or English. A relevant combination of experience and education will be considered. • Minimum 3-5 years of experience in a communications field. • Valid driver’s license is required. • Current and clear Criminal Record and Vulnerable Sector Check. 			