

**SOUTH ESSEX COMMUNITY COUNCIL  
INTERNAL/EXTERNAL POSTING  
JOB POSTING NUMBER –2024-06**

**POSITION TITLE: PUBLIC RELATIONS SPECIALIST (PROGRAM LEADER)-FULL-TIME PERMANENT**

**POSITION SUMMARY:** Under the general supervision of the Marketing and Communications Coordinator, the **Public Relations Specialist** will be responsible for building and maintaining a positive image of South Essex Community Council. This person will play a pivotal role in shaping and maintaining the organization's public image through media relations, content creation and community engagement. Additionally, this person will foster positive relationships with stakeholders, and ensure the successful execution of our communication strategies.

**KEY AREAS OF RESPONSIBILITY INCLUDE:**

- Build and maintain a positive image for SECC and uphold its brand and communications standards. Maintain relationships with client, community, employee and public interest groups by writing press releases and other media communications.
- Create content including presentations, articles, reports, posts and information for websites, blogs, and social media accounts.
- Plan and implement public relations strategies, launches and promotions.
- Ensure clear and consistent communication and messaging across all channels.
- Maintain good relationships with the media.

**MARKETING & DESIGN:**

- Develop content for SECC's various social media accounts and monitor activity.
- Create on-trend, relevant, and compelling social media status updates and blogs with links to services or promotions.
- Assist in the preparation and editing of organizational publications, including employee newsletters, email marketing and stakeholder reports.
- Update and maintain Web content.
- Assist in taking photos and videos to keep media outlets and promotional materials up to date.
- Develop and produce high-quality, informative, and interesting press releases, press kits, and related materials.

**ORGANIZATION AND COORDINATION:**

- Plan and implement publicity strategies, campaigns, and social media calendars.
- Plan and execute events, press conferences, tours, visits, and exhibitions to enhance community awareness and involvement.
- Analyze media coverage and develop responses when needed.
- Develop relationships with industry leaders or trendsetters through social media.
- Keep annual calendars of events, targets, and activities organized and updated.

**REPORTING, PLANNING & STRATEGIC DEVELOPMENT:**

- Develop monthly media activity reports.
- Use appropriate tracking systems to monitor statistics.
- Attend various team meetings when necessary to plan events and launches.

## **EDUCATION REQUIREMENTS AND RELATED WORK EXPERIENCE**

- Post-secondary degree or diploma in Marketing, Business, Journalism or Public Relations or related **AND**
- Minimum 1-3 years' communications and marketing experience, preferably in a not-for-profit, agency and/or education setting.
- Graphic design skills for the development of marketing pieces; advanced computer skills including Adobe Creative Cloud, Microsoft Word, Excel, Outlook, Power Point and Access.
- Ability to run PR campaigns that deliver measurable results and meet objectives.
- Good understanding of a wide variety communication channels including print, digital and social.
- Excellent written and verbal communication skills; strong copywriting and content creation skills.

## **ADDITIONAL SKILLS/REQUIREMENTS**

- Excellent interpersonal, decision-making and leadership skills.
- Positive, motivated, and able manage time efficiently.
- Professional and confident public speaker.
- Takes initiative to develop new strategies and outside-the-box ideas for social media.
- Knowledge of community resources and experience in the non-profit sector and proven ability to establish relationships with community organizations and other partners.
- Deadline-oriented, inquisitive with great follow up and reporting skills.
- Able to multitask and monitor several projects and accounts on a daily basis.
- Able to work well under pressure.
- Valid driver's license and full access to reliable transportation.
- Vulnerable Sector police background check.

## **HOURS AND SALARY**

- 35 hours per week, flexible schedule depending on the needs of the organization
- \$28.70/hour, Rate of pay in accordance with the Collective Agreement

## **EXPECTATIONS**

- Commitment to and passion for the vision, mission and values of SECC
- Sensitive to the diverse needs to people from various backgrounds
- Provide courteous, supportive and professional service at all times to clients, employers, coworkers and community partners
- Attentive to detail and able to meet deadlines
- Work as part of a team and contribute to the smooth implementation of marketing initiatives
- Able to work in a busy and changing environment; capable of multi-tasking
- Communicate effectively and in a timely manner with the team members
- Work independently and co-operatively
- Commit to continuous improvement and learning and participate in SECC's staff development initiatives
- Demonstrate a commitment to diversity, equity, and inclusion through continuous development, modeling inclusive behaviors, and proactively managing bias
- Performs other duties as assigned

### **INTERNAL/EXTERNAL POSTING**

#### **WITHOUT PREDJUDICE**

Please submit resumes by 4:30 p.m.

Friday, March 1, 2024

Jennifer Moore

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Manager of Human Resources

**PLEASE NOTE:**

*Please be sure to list all qualifications you possess as they relate to the qualifications in the posting.*

- All of the qualifications in the posting are deemed necessary to perform the work required of the position
- Interviews and practical assessments will be conducted to clarify qualifications
- SECC is committed to employment equity, welcomes diversity in the workplace, and encourages applications from all qualified individuals including women, members of racialized communities, indigenous persons, persons with disabilities, and persons of any sexual orientation or gender identity.
- Should you require an accommodation at any part of the application or interview process, please advise the Manager of Human Resources