

THE CITY OF GREATER SUDBURY

JOB DESCRIPTION

JOB CODE: 74650

<b>JOB TITLE:</b>	COMMUNICATIONS AND STAKEHOLDER RELATIONS SPECIALIST	<b>DATE PREPARED:</b>	July 21, 2017
<b>GROUP NO.:</b>	Non Union – Group 11 (Subject to Review)	<b>DATE REVISED:</b>	July 10, 2020 <sup>M</sup> , May 7, 2021, June 21, 2023, August 14, 2023, February 21 2024
<b>SECTION:</b>		<b>DIVISION:</b>	Communications and Community Engagement
<b>DEPARTMENT:</b>	Office of the Chief Administrative Officer	<b>LOCATION:</b>	Tom Davies Square

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**Main Function:** Develop and implement communications and stakeholder engagement strategies to promote Greater Sudbury's vision and initiatives with the Mayor and growth and investment for the City of Greater Sudbury (CGS).

**Characteristic:** Under the general direction of the Director of Communications and Community Engagement, with day-to-day direction from the same or the Mayor's Chief of Staff.

**Duties:**

1. Develop and implement marketing and communications plans to support the priorities and goals of the Mayor and the organization as related to growth, investment attraction and economic development, in collaboration with the Economic Development Division, Building Services and Planning Services and other City service areas.
2. Proactively identify opportunities and develop strategies to promote the Mayor and Greater Sudbury as well as local economic development activities and successes.
3. Coordinate and oversee the development of all related marketing and communications.
4. Provide strategic advice on confidential growth and development projects and develop plans for successful announcements, launches and business attraction initiatives.
5. Coordinate and approve communication and marketing expenditures within the Economic Development and Communications and Community Engagement annual operating budget. Track expenditures related to implementation of the work plan and reconcile against budgeted resources.
6. Develop stakeholder engagement strategies and coordinate the production of communications and marketing materials to advance the goals of the Mayor and of growth and development. This includes report/presentations to CGS Council, senior government funding partners, regional partnerships, and external stakeholders.
7. Support the Mayor, staff and senior leaders in the development and implementation of government relations strategies and supporting materials.
8. Develop and implement strategies for the Mayor and growth and economic development online and digital presence.
9. Plan and oversee events and materials in line with the goals of the Mayor. economic development, investment attraction and growth for the organization.
10. Negotiate and manage contracts and agreements with outside agencies to provide services in support of the work plan.
11. Work to actively promote CGS's and the Mayor's brand identity as related to investment attraction through development of promotional activities and enforcement of existing and future funding agreements.
12. Lead communications and public relations projects related to the Mayor, economic development, investment attraction and growth for the organization.
13. Develop and maintain a thorough working knowledge of CGS's Safety Manual and the applicable provincial legislation listed therein.
14. Perform other related duties as required.

Note: The above duties are representative of a typical position and are not to be construed as all inclusive.

**Qualifications**

**Education and Training:**

- University degree in a related discipline from a recognized university with Canadian accreditation.
- Additional education initiatives to update and expand competencies.

**Experience:**

- Minimum of three (3) years of directly related and responsible communications, stakeholder relations, marketing or public relations experience.

Or

**Education and Training:**

- College diploma in a related discipline from a recognized community college with Canadian accreditation.
- Additional education initiatives to update and expand competencies.

**Experience:**

- Minimum of five (5) years of directly related and responsible communications, stakeholder relations, marketing, or public relations experience.

**Knowledge Of:**

- Marketing, communications and public relations principles and practices.
- Stakeholder engagement practices and principles.
- Strategic goals of the organization as related to economic development, investment attraction and growth.
- CGS's priorities and current and emerging issues within CGS.
- Applicable legislation and related regulations.
- Leading practices within areas of responsibility.
- Horizontal linkages to other relevant governmental levels and services as well as the private sector.
- Economic development principles and practices.
- Knowledge of local, provincial, and federal politics and decision-making processes/policies.

**Abilities To:**

- Demonstrate effective interpersonal, communication and presentation skills.
- Demonstrate superior writing skills for corporate communications, business communications and marketing.
- Develop and implement comprehensive public relations and stakeholder engagement campaigns.
- Comprehend complex information and communicate it to a variety of stakeholders, often under deadline.
- Provide excellent customer service.
- Demonstrate tact and maintain professionalism in a politically sensitive environment. Demonstrate discretion when dealing with confidential projects.
- Demonstrate political acumen and organizational awareness.
- Manage time effectively and balance conflicting demands from stakeholders.
- Identify and manage issues. Anticipate risks and opportunities that may impact the reputation of the organization and its goals related to economic development, investment attraction and growth.
- Demonstrate supervisory and project management abilities.
- Collaborate within a complex corporate structure and be a trusted advisor to interdepartmental teams and initiatives.

**Personal Suitability:**

- Mental and physical fitness to perform essential job functions.

**Language:**

- Excellent use of English; verbally and in writing.
- Excellent French verbal skills and working knowledge of written French is required for the number of positions required to deliver the service in both languages at all times.

**Tactical Coordination and Direction- Non Supervisory (I):**

Competency	Competency Definition	Level	Level Definition
<b>Shaping the Future</b>			
Innovation	Take a creative approach to problems or issues, "think outside the box", go beyond the conventional, and explore creative uses of resources.	3	Proposes innovative ideas
Judgment and Decision Making	Make sound decisions involving varied levels of complexity, ambiguity, and risk.	2	Assimilates and interprets data to make competing decisions
<b>Delivering Business Results</b>			

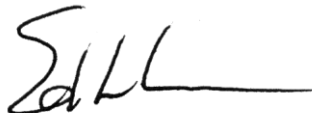
Collaboration	Work and communicate collaboratively within City of Greater Sudbury to create alignment within and across teams and groups.	3	Collaborates beyond one's area
Customer/Citizen Focus	The desire to work closely with internal and external customers to meet and exceed their expectations.	2	Addresses underlying customer/stakeholder needs
Impact & Influence	Persuade, convince, influence, or gain the commitment of others to get them to accept a point of view, adopt a specific direction, commit to an idea, or take a course of action.	2	Adapts actions or words to persuade
Organizational Awareness	Learn and understand the key relationships, diverse interest groups and power bases within one's own and other organizations.	2	Understands and uses formal structures/networks
Planning, Coordination & Execution	Plan and coordinate work to achieve desired results on a consistent basis.	3	Coordinates activities involving others within one's team
<b>Enhancing Personal Effectiveness</b>			
Commitment to Continuous Learning	Continuously develop and enhance one's own and others' personal and professional skills, knowledge, and abilities.	4	Models a learning orientation
Flexibility/Adaptability	Adapt and work effectively within a variety of situations, and with various individuals or groups.	2	Applies rules flexibly
Interpersonal Communication	Communicate effectively by reflecting on verbal and non-verbal behaviour, being attuned to the needs, perspectives and sensitivities of others and acting with them in mind.	3	Effectively uses empathy
Managerial Courage/Integrity	Acting with integrity, ensuring one's actions are consistent with City of Greater Sudbury's values and expectations.	2	Is publicly candid with the team, acting with integrity consistent with one's beliefs
Leadership Presence	Develop and maintain a sense of presence and emotional maturity and have an inner confidence that one can succeed and overcome obstacles.	3	Demonstrates personal courage

**APPROVED BY:**

**SIGNATURES**

**DATE**

CHIEF ADMINISTRATIVE OFFICER:



February 21, 2024

DIRECTOR OF HUMAN RESOURCES  
AND ORGANIZATIONAL DEVELOPMENT:



February 21, 2024