

**Position/Title:**                   **Communications and Marketing Student**

**Work Relationship:**           **Reports directly to Community Development Officer**

**Purpose of Position:**

The Communications and Marketing Student will assist the Community Development Officer in using the existing website, newsletter, social media platforms, events and activities to increase the Township's visibility and effectively send out a positive message. Must have a Class G license.

**Primary Responsibilities:**

- Attend community events to take pictures, video and take notes for promotion vehicles
- Manage social media campaigns and social network channels, such as Facebook and Twitter, to foster a community of engaged users
- Assist with collecting and writing content for website, newsletter
- Assist with creating promotional brochures, posters, flyers, etc.
- Assist with creating, organizing and executing community events and activities

Performs the responsibilities of the position within the legislative and regulatory standards set out in the applicable Provincial and Municipal Acts. Performs the responsibilities of the position consistent with the Operational policies of the County of Renfrew.

Uses office equipment such as photocopier, fax, computer, etc.

Protects own health and health of others by adopting safe work practices, reporting unsafe conditions immediately and attending all relevant in-services regarding occupational health and safety. Follows all guidelines for employees and employers as legislated under the Ontario Occupational Health and Safety Act.

The employer has the following limits of authority for the position noted above:

- The employee will not disclose privileged or confidential information.
- The employee will not make purchases without appropriate authorization.
- The employee will not contact or provide reports to the media.

**Financial Resources:**

Work is conducted within the confines of a budget established for this purpose by Council.

**Skill and Effort:**

- Creativity
- Some photography/video skills required
- A passion for the Internet
- Exceptional creative writing skills
- Excellent verbal communication skills with ability to present ideas and information clearly
- Attention to detail and outstanding organization skills
- Ability to work independently as well as contribute to team
- Desire to represent the township with the utmost integrity and respect
- Strong attention to detail
- Positive and team oriented attitude
- Ability to work flexible hours – days, nights, weekends and holidays – as required
- Sense of humour

**Material Resources:**

Work is performed under the direction of the Community Development Officer. Access is available to other municipal staff and Council. Access is also available to establish policies and procedures and pertinent legislation.

**Judgement is Exercised In:**

Ensuring the confidentiality of documents of the municipality as required by legislation or other law or policy.

Establishing timelines and schedules for the completion of work.

**Interpersonal Skills/Contacts:**

Interpersonal skills to relate with other employees and members of council.

**WORKING CONDITIONS:**

Work is normally done independently and may be conducted in an area of the municipal building that is isolated from other office space, e.g. board room.

**Work Schedule:**

Work is conducted during hours as established by Council.

***The foregoing description reflects the general duties necessary to describe the principal functions of the job identified and shall not be construed to be all the work requirements that are inherent to the position.***