

Region of Waterloo Interim Job Description

Title: Communications Coordinator (Transit)

Job Code: R01736

Department/Division: Transportation & Environmental Services/Transit Services

Union: CUPE Local 1883

Reports to: Supervisor, Marketing, Communications & Community Relations

Revised: April, 2022

General Purpose:

Coordinates and performs marketing and communications functions for the Division, including developing print, website, and social media content materials, maintaining social media/online channels, and participating in outreach activities/events to promote programs and initiatives.

Duties/Responsibilities:

Coordinates with management on communications strategy and related activities to promote and increase media and public awareness of transit products, services, and mandate (including service expansion projects). Works with management to develop key messages.

Produces/coordinates a range of promotional materials (e.g., press releases, stories, blog posts, newsletters, social media posts, flyers, brochures, signage, handouts). Compiles information from staff on program and service offerings, and creates plans and materials for dissemination across various channels. Reviews promotional proofs and recommends edits. Ensures materials adhere to guidelines, design standards, and branding.

Develops visual content for operational/informational communications, including social marketing initiatives (e.g., photography, videos).

Writes press releases, blog posts, and social media content. Maintains and updates relevant webpages and online calendars. Responds to/redirects inquiries. Monitors social and website use and recommends content updates, new pages/sections, and layout changes.

Participates to evaluate the effectiveness of communications projects, including community relations and outreach activities.

Researches and identifies promotional opportunities, including community events, to support programs and initiatives. Assists management to maintain active communications and community engagement programming, including participating at events, communicating with event organizers and partners, and coordinating production of advertising and promotional materials.

Assists to develop and implement internal communications strategies and initiatives to foster timely distribution and receipt of information amongst staff and improve employee understanding and engagement. Contributes articles for newsletters.

Supports internal communications through the staff portal and provides intranet-publishing services to the Division.

Develops resource requirements for management approval and allocates funds to promotional campaigns. Has a p-card. Recommends program supplies and equipment to management. Ensures digital cameras and video equipment are maintained in good working condition. Contacts vendors for equipment servicing.

Interacts with creative multimedia services for graphic design and printing requests, and corporate communications regarding media releases and new projects.

Performs related duties as assigned.

Knowledge, Skills & Abilities:

Knowledge of copy writing, online and email marketing, digital media, current social media platforms, promotional concepts, public speaking, and content creation, acquired through a **3-year** university degree/diploma in a related field (e.g., Marketing, Communications, Journalism), plus 2 years of related experience (or an equivalent combination of education and experience).

Knowledge of and ability to comply with policies, procedures, related legislation (e.g., Accessibility for Ontarians with Disabilities Act, privacy, anti-spam legislation), and Canadian Press Standards.

Knowledge of divisional services.

Demonstrated ability to write effectively in plain language and a range of voices and creative styles for varied audiences and delivery methods (e.g., print, web, video).

Ability to leverage social media to drive customer engagement and audience development, and enhance social networking.

Ability to create visual content as part of informational/operational communications (e.g., video, photography). Ability to edit and rework content into formats appropriate for digital communications platforms.

Analytical, research, and organizational skills to interpret and apply policies, procedures, and standards; evaluate campaign performance; and work independently and as a team member to complete projects and balance competing demands.

Human relations and communications skills to promote programs and present a positive, consistent image and identity of the Division via in-person and online channels; respond to questions from the public; build and maintain customer and stakeholder relationships; and participate as an effective team member.

Ability to read, summarize, and explain media, newsletters, journals, and reports; and understand and interpret social media and web-specific terminology. Ability to write, edit, and proof materials, including written instructions as part of training guides/manuals for divisional programs.

Computer skills using software such as Microsoft Office, desktop publishing programs, and web-based technologies to update and maintain website and social media accounts (e.g., iCreate, Association Suite, Joomla). Technical skills/understanding to troubleshoot technical issues and perform basic coding.

Ability to keep current on best practices and technologies/platforms in communications.

Ability to adjust working hours for presentations, special events, and may be requested to work weekend hours for same.

Ability to travel within and occasionally outside Waterloo Region.

Ability to support and demonstrate the Region's values.

Working Conditions:

Works in a standard office environment. Travels for meetings and promotional events. Work is subject to interruptions, shifting priorities, and deadlines/response times for media submissions, publications, and social media. Some public contacts are upset/frustrated.

Mental/Sensory/Physical Effort:

Plans and organizes work according to program priorities and timeframes established by management. Develops communications plans and budgets, for approval. Analyzes communications for potential implications/approach and opportunities, and makes recommendations to management. Management checks and approves formal written work and communications strategies, before production and distribution. Participates as part of a team to develop solutions for initiatives, for management approval. Recommends new/changed procedures and methods to management to improve efficiency and effectiveness of communications.

Uses a computer approximately 85% of the time. Attends meetings, conducts presentations, and communicates with others approximately 15% of the time. Range of movement is required, including lifting and carrying equipment and display materials (using a cart as necessary) usually weighing up to 25lbs and occasionally up to 50lbs (with assistance as required).

Responsibility for Supervision of Staff/Others:

Periodically coordinates/assigns work, and provides training, guidance, and support to casual staff or students supporting promotional events.

Nature & Impact of Decision-making Errors:

Failure to provide accurate information to staff and the public in a positive, responsive manner could result in delays of others' work, negative perception of the Division and Region, and lost confidence from the public, external partners, and agencies.

Errors in communications and promotional materials could reflect negatively on the Division. Failure to complete assignments in a timely manner could result in delays to others' work and delays to entire projects. Errors in proofreading and editing could cause additional production expenses.

Providing information that is unauthorized for release, incorrect, or could be misconstrued or misinterpreted could result in confusion and inconvenience to the public and staff, negative public perception and credibility, and additional time and effort to correct and re-establish trust.

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