



Job Description

Public Relations & Communications Manager

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Date Effective	October 2020	Date Reviewed	November 2024
Department	Administration	Responsible To	Municipal Administrator

Nature & 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 the Administration and Council to ensure consistent messaging which aligns with current strategic priorities.

Examples of Work

Range of specific assignments may include

- (i) Ensure the effective planning and management of media relations, strategies and initiatives consistent with the City of Flin Flon Community Plan.
- (ii) Provide communications advice, planning and tools to engage both internal and external constituents.
- (iii) Develop key messaging to the public and employees on behalf of Council, the Mayor and administration.
- (iv) Research, write and assist in editing various regular and recurring communications such as blogs, print, and broadcast media.
- (v) Create and develop promotional material on behalf of the City of Flin Flon and other stakeholders in the region.
- (vi) Maintain and develop content for the website, connect site, the Flin Flon App and all social media.
- (vii) Engage with and work closely with the Regional Economic Development Committee.
- (viii) Attend out-of-town promotional events and opportunities such as trade shows.
- (ix) Promote the community as a tourism destination.
- (x) Act as a social media influencer using positive messaging.

Desired Knowledge, Abilities & Skill

- 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 minimum amount of supervision.
- Must be able to maintain confidentiality.

Qualifications:

- Degree or Diploma in public relations, communications, journalism, marketing, graphic design or English. A relevant combination of experience and education will be considered.
- Minimum 3-5 years' experience in a communications field.
- Valid driver's license is required.
- Current and clear Criminal Record and Vulnerable Sector Check.