

Pickering is a vibrant, connected, and engaged community that is experiencing both significant economic and residential growth. We continue to evolve as a preferred destination for creative learning, memorable events, and unique experiences, and are seeking passionate candidates that are committed to joining us on our journey.

Our dedicated, energetic staff are guided by our core values and corporate priorities which fuel an inclusive culture and encourages teamwork, customer service excellence, and personal and professional growth.

The City provides competitive compensation with a focus on workplace wellness. Explore our career opportunities and see how you can make a difference.

Digital Communications Specialist

(Contract to December 31, 2022)

We are looking for a digital communications specialist with a knack for storytelling and an eye for design. This position will be the team lead for creating and managing compelling digital content utilizing videography, photography, and graphic design. Our City has embarked on a number of transformational projects and is shaping its identity as a connected, engaged, inclusive, and sustainable city – are you ready to tell its story to our residents, businesses, visitors, and stakeholders?

Reporting directly to the Division Head, Public Affairs & Corporate Communications, and working in collaboration with the Communications Coordinator, you will create, curate and manage dynamic digital content for a broad array of platforms.

Key Responsibilities:

Content Development

- Create, edit, update and post compelling, on-brand digital content (including web copy, articles, graphics and videos and photos) to publish across multiple channels.
- Collaborate with internal stakeholders to establish a pipeline of cross-company content.
- Engage and forge partnerships with external influencers to broaden the reach of campaigns.
- Collaboration is critical as you work with City departments and key stakeholders to ensure information presented is accurate and consistent, and that it meets the Corporation's values, objectives and strategic priorities. To be successful, you will establish effective working relationships and interact professionally with Members of Council and all levels of staff.
- Perform primary and secondary research such as surveys, focus groups, literature/best practice reviews and environmental scans and communicate research findings through reports, presentations and briefing notes.

Video Production

- Storyboards, scripts, shoots, edits and video production, including executive and employee interviews, virtual town halls, and other video messages.
- Responsible for Corporate Video Database and tagging with model releases.

Photography

- Capture and edit photos to support internal efforts to unify, promote and strengthen Pickering's brand.
- Responsible for Corporate Photo Database and tagging/cataloguing each picture with its model release form.

Staff Intranet and Corporate Website

- Assist with design and content for a new material on staff intranet and corporate website as required.

Multimedia Design

- Work with internal staff and external vendors, where required, to create a range of visual content (infographics, illustrations, iconography) to support corporate marketing and communications initiatives.

Digital and Visual Brand Assets

- Create and manage our digital and brand assets in support of the corporate communications toolkit and content calendar.

Social Media

- Manage various social media accounts and create compelling, engaging content to promote the City's projects, initiatives, news, and announcements.
- Maintain a corporate content calendar and schedule regular and timely corporate messaging, reflecting Department priorities.

Successful applicants will possess the following:

- Post-secondary degree or diploma in Communications, Journalism, English, Creative Advertising, Business Marketing or related subjects.
- Knowledge of animation / GIF design / creation, front-end web design (HTML / CSS / JavaScript), IoT and Prezi, and Google analytics are considered assets.
- Understanding of municipal government environment and current issues.
- A minimum of three years of related experience in a professional communications environment (in-house or agency) or equivalent experience.
- Proven experience in editing videos using Premier Pro, After Effects and/or iMovie with strong proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc).
- The know-how to produce and shoot videos using camera, audio and lighting in both an office environment and in the field.
- Photography training and/or experience.
- Subject matter expertise in the design and delivery of effective communications products and messages. Understands creative design and print, digital and web production.
- A solid understanding of brand and corporate identity guidelines.
- Exceptional written/oral communication skills and a flair for scripting and storytelling.
- Strong knowledge of Word, PowerPoint and Excel.
- Digital and social media savviness, with a firm grasp on emerging trends/best practices.
- An eye for details and a keen sense of pride in your work.
- An ability to deal with confidential information with a high degree of judgment and discretion.
- Must be prepared to undergo a Criminal Reference Check as a condition of employment.
- Must possess a valid Class G Ontario Driver's License. Must provide consent to conduct ongoing Driver's Abstracts through the Ministry of Transportation. A clean driving record is preferred.

Show us your stuff!

- Be sure to include a link to a portfolio or examples of current work with your application – we want to see what you can do!

Salary: \$40.87/hr. (based on a 35 hour work week).

Qualified candidates may submit a detailed resume or online application form by **Wednesday, January 19, 2022** to:

Human Resources Associate
Human Resources Department
One The Esplanade
Pickering, ON L1V 6K7

By Email: hr@pickering.ca
By Fax: 905.420.4638
Online: pickering.ca/employment

We thank all applicants for their interest; however, only those selected for an interview will be contacted. In accordance with the *Municipal Freedom of Information and Protection of Privacy Act*, personal information is collected under the authority of the *Municipal Act* and will be used for the purpose of candidate selection. An equal opportunity employer, all employees are governed by the City's Mandatory Vaccination Procedure. Please contact Human Resources if you require accommodations throughout the recruitment process. Documents are available alternate formats upon request.

The City of Pickering is committed to inclusive, accessible, and barrier-free employment practices and to creating a workplace that reflects and supports the diversity of the community we serve. We encourage and welcome applications from qualified applicants including members of racialized groups, Indigenous Peoples, persons with disabilities, and persons of any sexual orientation or gender identity. Please let us know if you require an accommodation and we will work with you to ensure a barrier-free hiring process.

An Equal Opportunity Employer