

CIVILIAN JOB DESCRIPTION

Position Title: Communications and Marketing Administrator

Number of Positions: 1

Location: Headquarters – Media Relations/Communications

Civilian Association

PURPOSE:

To provide administrative support and assist with media relation activities for the Nishnawbe Aski Police Service. The position is responsible for supporting the Media Relations Coordinator with the day-to-day marketing, media relations, communications and administrative tasks of the Nishnawbe Aski Police Service Communications/Media Relations Unit; with a focus on ensuring positive, effective, and consistent communication with internal and external stakeholders.

KEY RESPONSIBILITIES:

1. Works under the direction of the Media Relations Coordinator and assists the Media Relations Coordinator in:
 - a) Reviewing, proofreading and editing of media releases;
 - b) NAPS recruitment marketing; including assisting with advertising campaigns, career fairs, promotional materials and community outreach efforts;
 - c) Assisting with the monitoring of media coverage; including print, television, social media and online news media;
 - d) Administrative support with crisis and emergency communications;
 - e) Administrative and coordination support with special events, ceremonies, press conferences, public meetings, and community initiatives;
 - f) Marketing campaigns across media platforms; including administrative support with monitoring and evaluation, utilizing performance metrics;
 - g) Recommending content for various media platforms; providing input with social media strategies; and
 - h) Contributing to NAPS Intranet/Website; assisting with the content.
2. Maintains and updates social media profiles, engaging with followers, and monitoring social media trends, ensuring consistent messaging across all platforms.
3. Coordinate communications calendars, project timelines, meetings and approvals. Responsible for meeting minutes, meeting agendas, updates and changes for meetings with internal and external stakeholders.
4. Process invoices, purchase orders, advertising requests, and vendor coordination related to communications and marketing initiatives.
5. Maintain media contact databases, photography archives, branding templates, and communication records.
6. Performs other duties as assigned.

Staffing and Licensing Requirements

Must be able to pass a NAPS security background check and criminal record check.

Valid G class license

COMPENSABLE FACTORS

KNOWLEDGE:

- Post secondary degree/diploma in a related field; along with 2 years of relevant experience in a communications/marketing support role.
- Familiarity with social media management, content creation, and analytics tools.
- Demonstrated experience in either an agency or corporate environment with digital content creation, implementation and design for web, social media and other digital platforms.
- Demonstrated knowledge in the use of social media tools such as X, Facebook, LinkedIn and Instagram to promote organizational objectives and an understanding of digital marketing principals.
- Knowledge of public relations, promotion and marketing concepts and special events management to assist in the organization and coordination of related activities,
- Experience using and overseeing content management systems and social media management platform.
- Knowledge of web analytics (preferably *Google Analytics*) and knowledge of producing and implementing web/social media strategies as well as familiarity with Search Engine Optimization and Performance (SEO, SEP).
- Strong proficiency in Microsoft Office, Adobe Creative Suite (including Photoshop, Lightroom, Premiere Pro, After Effects, InDesign, and Acrobat), web management platforms, eNewsletter platforms, audio and video editing software and a variety of social media channels.
- Demonstrated ability to deal effectively and courteously with the public and officials at all levels, and to maintain confidentiality.
- Possess a keen eye for design and a very high level of quality control standards.
- Uses judgement and time management to prioritize workload and respond quickly to changing priorities. Must adapt quickly to a changing environment, political climate and emerging issues as determined by supervisor(s).

INTERPERSONAL AND COMMUNICATION SKILLS:

- Requires oral communication and interpersonal skills to act as a resource person consulting and critiquing on matters related to specialty of work, to work collaboratively with committee members and community partners, to liaise with media contacts, and to deliver presentations and training.
- Requires written communication skills to compose/edit correspondence, newsletters and briefing notes, public education products, media releases, social media content, print articles, speeches, communication plans and web content and to proofread material to ensure accuracy in grammar, spelling, sentence structure and punctuation and suitability of content, style and tone for intended audience.
- Requires listening and questioning skills to problem solve issues with colleagues, consult with Media Relations Coordinator and make recommendations on media related issues and communication strategies.

PROBLEM SOLVING/CRITICAL THINKING:

- Requires problem solving skills and creative thinking to assist in the development and delivery of initiatives in community policing, crime prevention and traffic safety and related communication pieces.
- Analytical and evaluative skills to determine potential impact of NAPS publications and media coverage of NAPS activities, including recruiting efforts and to examine critical issues and summarize details in concise form according to established criteria.
- Requires analytical and evaluative skills to prepare/review/edit material for print, broadcast and new media, Intranet, correspondence and speeches.
- Requires analytical skills and influencing skills to present ideas and to assist in evaluating emerging issues.

JUDGEMENT AND DISCRETION:

- Requires working under general supervision and in accordance with established standard operating procedures. Position has access to administrative procedures and guidelines to determine what matters should be given priority when performing a variety of tasks with conflicting deadlines and to prioritize work based on knowledge of subject matter or through discussion.
- Requires discretion when dealing with confidential and sensitive information associated with contentious issues and investigations.
- Requires judgement in the presentation and dissemination of information both internally and externally by way of media releases, social media, written material and web content and in training delivery.

RESPONSIBILITY FOR THE WORK OF OTHER EMPLOYEES

There is no formal responsibility for the work of other employees.

PHYSICAL AND SENSORY DEMANDS:

- Requires manual dexterity and fine motor skills. Position is required to sit for extended periods of time at a computer console while operating a keyboard and mouse but with freedom to move around as required.
- Position occasionally lifts and moves boxes that are approximately 5 to 10 kg in weight. Job requires some travel.
- Requires frequent visual concentration and strain when working with a computer.
- Requires frequent auditory attentiveness when responding to individuals on the phone and in person and when monitoring media. Job requires concentration as a result of periodic interruptions, time pressures and deadlines.
- Requires constant mental attentiveness to obtain exact results and precision in writing, critiquing, consulting, presenting and instructing.

WORKING CONDITIONS:

- Performs work in a standard office environment.
- Most often works in an office environment.
- Occasional overnight travel required.