



## COMMUNICATIONS OFFICER

Winnipeg Fire Paramedic Service

Posting No: 115072



*The City of Winnipeg is a vibrant and dynamic organization with many opportunities!  
We offer a diverse and welcoming work environment that delivers quality services to our citizens.*

Closing Date: 15-January-2018

\*PLEASE NOTE REVISED CLOSING DATE

### Job Profile:

Under the general direction of the Fire Paramedic Chief, the Communications Officer is responsible for providing communications expertise that integrates sound communications principles, tools and activities into all aspects of the department and the City's emergency management program's internal and external service delivery, which includes service continuity and contingency planning, management and communications during labour disputes.

The Communications Officer works collaboratively with Fire Paramedic staff, the City's Customer Service and Communications Division, the Assistant Chief of Emergency Management and Public Information and various other internal and external stakeholders to develop timely, comprehensive, and strategic communications plans and materials for a broad range of departmental and emergency program projects, initiatives, and reports.

In consultation with Corporate Communications, the Communications Officer coordinates responses to media inquiries pertaining to Fire Paramedic services, and ensures that the City and department's position and messaging is accurately delivered to the media and the public.

The Communications Officer will work cooperatively to ensure that departmental and emergency program information is readily accessible to stakeholders, using the most advantageous or desirable tools and / or platforms, and that it is communicated to elected officials, senior leaders, citizens and City staff in a manner that fosters understanding, informed decision-making and promotes meaningful public engagement.

The Communications Officer will be a key contributor in developing, maintaining and supporting the communications component of the City's emergency management program and is a member of the Emergency Public Information Team.

### As the **Communications Officer** you will:

- Develop and implement timely, comprehensive, and strategic communications plans and materials related to departmental services and the City's emergency management program, and for a broad range of departmental and emergency program projects, initiatives, and reports.
- Work with the City's Customer Service and Communications Division, and departmental staff to anticipate and identify communications opportunities, announcements and issues related to the department and the emergency program's strategic priorities, initiatives, projects and ongoing service delivery, and to clarify requirements.

- Facilitate and support the timely implementation of all departmental communication strategies through the preparation of professional, effective and innovative communication materials including but not limited to: media releases and public service announcements, social media content, web materials, emails, 311 script updates, presentations, speaking notes, fact sheets, newsletters and brochures.
- Manage department and emergency program based communication-related projects or initiatives, and provide communication-focused consultation, research, analytical and logistical support to department and cross-departmental projects.
- Represent the Department on a range of Corporate and Cross-Departmental committees and teams as required.
- Coordinate and provide timely and strategic day-to-day media relations expertise.
- Act as designate spokesperson for the department, as required.
- Develop, implement, maintain and continuously improve content for departmental and emergency program webpages (Intranet and Internet), social media channels, and other communication technology solutions relative to projects and services.
- Manage and provide guidance to division members who support the delivery of effective communications.
- Function as an active member of the Chief's Office.

**Your education and qualifications include:**

- Diploma in Communications / Journalism, Bachelor's Degree in Communications, Public Relations or Journalism, or an equivalent amount of education and experience.
- Three (3) years' related prior work experience in strategic public sector communications and/or public relations.
- Project management experience would be an asset.
- Demonstrated ability to deal with the news media in a stressful environment.
- Demonstrated abilities in the development and implementation of innovative and successful communication and marketing strategies.
- Demonstrated knowledge of social media tools and approaches.
- Demonstrated knowledge of media relations theory/principles.
- Demonstrated competence in the development and ongoing maintenance of web content, based on a capacity to quickly understand technical information and effectively communicate its essential meaning in plain language.
- Demonstrated ability to communicate effectively, both orally and in writing. The ability to write and speak both English and French would be an asset.
- Excellent interpersonal skills and a demonstrated ability to be a positive, constructive team member.
- Demonstrated ability to establish and maintain effective working relationships and interact effectively with a variety of clients including elected officials, senior managers and department staff, as well as contacts outside the organization.
- Demonstrated ability to independently manage and prioritize workload, and meet deadlines.
- Demonstrated ability to think critically and produce creative and innovative work outputs.
- Demonstrated ability to render sound judgement and thoughtful advice within tight time frames.
- Demonstrated ability to effectively coordinate and/or lead cross-functional work groups to accomplish set goals based on a working knowledge of project management theory and practice.
- Proficient in the use of Microsoft Office products.
- Knowledge of the City organization and the public sector would be an asset.

**Conditions of employment:**

- A Police Information Check from Winnipeg Police Service satisfactory to the employer will be required from the successful candidate, at their expense. To obtain Police Information Check information please visit [www.winnipeg.ca/police](http://www.winnipeg.ca/police).
- Possess and maintain a valid Manitoba Class 5 Driver's License.

- The Communications Officer may be required to attend emergency scenes, under various and sometimes extreme environmental conditions, during work and non-working hours.

**CORE COMPETENCIES for ALL EMPLOYEES OF THE CITY OF WINNIPEG:**

- Citizen & Customer Focus
- Respecting Diversity
- Ethics and Values
- Integrity and Trust
- Results Oriented

**HOW TO APPLY:**

**APPLY ONLINE**, including all documentation listed below:

1. Applicants must submit a cover letter and resume clearly indicating how they meet the qualifications of the position. **(Required)**
2. Proof of completion of a Diploma in Communications / Journalism, Bachelor's Degree in Communications, Public Relations or Journalism. Note: Consideration may be given to applicants with an acceptable and equivalent combination of education and experience. **(Required, if applicable)**

**\*Applications submitted without REQUIRED documentation will not be considered.\***

If you do NOT have access to a computer/email, please apply, including all documentation listed above, to: Human Resources, Winnipeg Fire Paramedic Service, 2<sup>nd</sup> Floor, 185 King Street, Winnipeg, MB, R3B 1J1, by **4:30 P.M., January 15, 2018.**

\*Applications will be accepted through mail to the address above and must include all required documentation\*

**NOTES:**

Online applications can be submitted at <http://www.winnipeg.ca/hr/>. For instructions on how to apply and how to attach required documents please refer to our [FAQ's](#) or contact 311. The City of Winnipeg uses the [Korn Ferry Leadership Architect Competency Model](#) as part of the recruitment process.

The salary range for this position is **\$2,782.77 - \$3,737.83 Biweekly.**

We have great benefits and competitive salaries, and we are committed to ongoing learning and career development!

***WE SEEK DIVERSITY IN OUR WORKPLACE. INDIGENOUS PERSONS, WOMEN, VISIBLE MINORITIES, AND PERSONS WITH A DISABILITY ARE ENCOURAGED TO SELF-DECLARE.***

**Only candidates selected for interviews will be contacted.  
Requests for Reasonable Accommodation will be accepted during the hiring process.**