

**CORPORATION OF THE COUNTY OF MIDDLESEX**  
**COMMUNITY TRANSPORTATION GRANT PROGRAM**  
**POSITION DESCRIPTION**

<b>TITLE:</b>	Project and Communications Coordinator - Community Transportation
<b>DEPARTMENT:</b>	Finance and Community Services
<b>REPORTS TO:</b>	General Manager of Finance and Community Services and Director of Information Technology Services
<b>EFFECTIVE DATE:</b>	October 2019
<b>POSITIONS SUPERVISED:</b>	None

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**POSITION SUMMARY:**

Under the general direction of the General Manager of Finance and Community Services and the Director of Information Technology Services, the Project and Communications Coordinator will perform a variety of support functions focused on community transportation and corporate communications, including duties such as stakeholder engagement, marketing, promotion, event coordination, communications, social media, research, report and creative writing.

**PRINCIPAL RESPONSIBILITIES:**

*Project Coordination*

- Assist in collecting, compiling and analyzing data relating to community transportation initiatives.
- Attend events and assist in developing and delivering presentations to stakeholders.
- Assist in the development of project plans, project schedules and other project specific work plans and other related documentation, which align major activities, key deliverables and milestones including project timelines, schedules and resource plans.
- Carry out all project milestones for the Community Transportation Grant Program.
- Ensure all requirements, project plans, scope, schedule, timelines and change orders are agreed upon, documented and effectively communicated to all relevant stakeholders.
- Ensure project resources, whether internal or external, are utilized in the most efficient and effective manner.
- Perform risk management and analysis to detect, track, resolve and mitigate challenges and risks associated to the health and success of the project or initiative.
- Assist with data analysis using existing research.
- Recommend and implement procedural efficiencies.
- Prepare necessary presentation materials for stakeholder meetings.

- Organize, attend and participate in stakeholder meetings as required.
- Document and follow up on important actions and decisions resulting from stakeholder meetings.

#### *Communications/Social Media*

- Assist with the development and implementation of communication strategies.
- Assess and report on the effectiveness of the implemented communication strategies.
- Serve as point of contact for media and public inquiries and direct the inquiries to the appropriate person for response.
- Direct social media and other promotions to engage local and regional audiences regarding community transportation as appropriate for the initiative/objective.
- Create content for social media and respond to any social media inquiry at the direction of supervisor. Coordinate with supervisor to post social media content and ensure up-to-date content on social media platforms and website.
- Assist with event planning, coordination and public relations at events.

#### *Graphic Design*

- Design and produce graphic displays, promotions, photographs, and other related material.
- Provide graphic design and branding support to ensure a cohesive look and feel for our brands across various platforms and media (website, social media, packaging, internal communications, etc.).
- Develop and/or revise various informational documents, communications and reports.

#### *Administrative Duties*

- Receive and direct telephone and in-person inquiries and provide other information as necessary.
- Assist with preparation of funding applications, research and communication in consultation with other municipal staff.
- Draft letters, communications, reports and other related material as required.
- Perform related duties as assigned.

#### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Marketing, communications, electronic media, graphic design and common business software applications.

- Creative and business writing including the ability to produce social media content and execute campaigns.
- Public relations and interpersonal skills using tact, patience and courtesy.
- Read, interpret, apply and explain rules, regulations, policies and procedures.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.
- Ability to plan and organize meetings, events and projects as assigned.
- Data collection, interpretation, and compilation methods.
- Meet schedules and timelines as assigned.

#### **MINIMUM QUALIFICATIONS:**

- Post-secondary Diploma or Degree in Business Administration, Public Relations & Communications, Marketing, or closely related program of study.
- Demonstrated experience in data collection, analysis and report writing.
- Ability to work in a team environment as well as work independently with minimal supervision.
- Strong interpersonal skills with the ability to engage with multi-disciplinary stakeholders.
- Valid driver's license and access to a vehicle as required to attend events, meetings or otherwise.
- Work is performed in an office environment and in the field. Occasional attendance at evening and weekend events and meetings is required.