Recommendation
That the report of the Manager of Community and Corporate Services/Clerk providing additional information related to the proposed position of Communications/Marketing Coordinator be received for information; and

That Council provide direction with respect to the inclusion of this position in the 2019 budget.

Information
Moving forward with the implementation of the 2015 Organization Review, staff has included funds in the 2019 budget that would allow for the commencement of the recruitment of the Communications/Marketing Coordinator in Q4 of 2019. It is proposed that this position would be phased in over two (2) budget years:

- 2019 - 10 weeks/$10,642 (including employee costs)
- 2020 - 42 weeks/$57,949 (including employee costs and benefits) (10 weeks included in the base budget)

Council directed that further information be brought forward for consideration outlining in greater detail the specific job duties for this position along with an analysis of new job duties that would be carried out by this position. In addition, staff was also asked to compare the new position to that of the Economic Development Coordinator. The attached chart outlines the broad job duties for each position. Under the Economic Development Coordinator some actual examples of duties/programs have been listed to provide context for Council of the types of duties completed by this position. In addition, the new job duties under the Communications/Marketing Coordinator have been listed with a ‘new’ symbol. The recent confirmation that the Province will be funding the 5 year rural transportation pilot will also require marketing and communications support to promote the service.

In addition, the Communications/Marketing position would take on responsibility for overseeing the Township’s corporate communications and in some cases directly managing these duties, resulting in consistent messaging, and continuity of brand use. There are currently a number of different employees managing a variety of the Township’s Corporate Communications including: Deputy Clerk, Corporate Services Assistant, Admin Assist Clerk’s Department, Admin Assistant Parks and Recreation etc…. The proposed position would allow for these other positions to focus on their core duties and provide for a more comprehensive communication program moving forward.
The intention is that the Communications/Marketing position would complement and support the duties of the Economic Development Coordinator with a particular focus on fulfilling the actions of the 2018 Marketing Plan and oversee the Township’s corporate communications.

Council has endorsed a number of plans that contain actions that give rise to the need for enhanced communications (as noted on Page 3 of the attached chart). Council and staff also consistently receive feedback that effective communications is a high priority for ratepayers. Council recently asked that a ‘report out’ of key Council decisions be provided through social media following Council meetings. Actions from the Economic Development Strategy, Marketing Plan and Recreation Services each contain many ideas and recommendations to enhance communications and marketing efforts. Appropriate resources are required to effectively implement Council’s initiatives.

**Strategic Plan Reference**

Achieve excellence in governance and service delivery.

**Environmental Impact**

No specific impact related to this recommendation.

**Financial Impact**

The draft 2019 budget includes expenses for wages and employee costs in the amount of $10,642 (10 weeks) which represent 0.05% of the proposed 3% tax increase. The 2020 budget impact would be based on 42 weeks of expenses estimated to be $57,949.

**Attachment**

- Comparison Chart

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_R. Lane Vance_  
Reviewed By: R. Lane Vance, Manager of Financial Services  
Treasurer

_Janice Lavalley_  
Reviewed By: Janice Lavalley, CAO