



Date: July 9, 2019
To: Mayor Andy Mitchell and Council Members
From: Angela Chittick, Manager of Community & Corporate Services/Clerk
Subject: Staffing Update: Communications and Marketing Coordinator

Status: For Information

Recommendation

That the report of the Manager of Community & Corporate Services/Clerk regarding the recruitment of Meaghan Larocque as the Communications and Marketing Coordinator be received for information.

Information

Meaghan Larocque has been successfully recruited to the Communications and Marketing Coordinator position effective July 8, 2019.

Meaghan's educational background includes marketing and she is excited to use her creative skills when she begins her new position. Her experience and knowledge of the municipality will make for a great transition into this new role. The position will focus on communications (marketing materials, brochures, annual reports/guides, paid advertising, e-newsletter, social media, website enhancements, etc...) to support the Township's corporate and economic development needs. She will also be implementing a new video segment focussing on key topics/Council activities, as part of a "Spotlight on Council Members" initiative to align with the Township's social media *#Spotlight on Council* campaign. The 1st video segment will highlight individual Council members to learn about each member's goals during this term of Council as well as to learn more about each member of Council on a personal level (hobbies, interests, fun facts)...

Transition Plan – Economic Development Coordinator

As Council members are aware, Meaghan has been covering for the maternity leave of the Economic Development Coordinator (EDC) who is expected back early in the New Year. Given the time remaining for this leave, it is not practical to undergo a recruitment for another contract to back-fill the EDC position for the balance of the leave period.

Given the importance of the Communications & Marketing Coordinator and the EDC positions to the Township, a transition plan has been developed to ensure that these roles are appropriately resourced. The transition plan includes:

- Support for the Economic Development & Business Committee, CIP applications and other general economic development related matters and inquiries to the Manager of Community & Corporate Services (MCCS).
- Climate Change Coordinator has assumed overall responsibility for the Community Transportation initiative with support from the CAO and MCCS.
- Support from other team members currently participating in projects underway such as Trail Town and Regional Wayfinding.
- Outsource Local Restaurant cooperative campaign coordination similar to how the local food campaign was coordinated.
- Transitioning some other departmental initiatives from the MCCS workplan to other team members, such as the reporting on Council remuneration practices for the term review to the CAO, and reviewing status of other initiatives.

The transition plan has been developed to ensure that the Communications and Marketing position is able to focus and implement key Council priorities and economic development initiatives.

Financial Impact

The detailed expenses/funding for this position will be included in the 2019 budget amendment report.

Strategic Plan Reference

Achieve excellence in governance and service delivery.

Attachment

None

Angela Chittick

Prepared By: Angela Chittick, Manager of Community & Corporate Services/Clerk

Janice Lavalley

Approved By: Janice Lavalley, CAO