



Report To:	Manitoulin-Sudbury DSB
From:	Fern Dominelli, CAO Donna Stewart, Director of Integrated Social Services
Date:	January 24, 2019
Re:	Communications Officer Position – Issue Report

## Background

On August 9, 2018, the Manitoulin-Sudbury DSB submitted a Northern Ontario Heritage Fund Corporation (NOHFC) Grant Applications for a Communications Officer Intern Position to the Ministry of Energy, Northern Development and Mines. The Manitoulin-Sudbury DSB currently does not have a position dedicated to ensuring that the public living within the Manitoulin-Sudbury DSB is aware of the programs and services that are offered by the DSB.

## Purpose

The purpose of the Communications Officer is to establish an organizational branding initiative to generate interest in the organizations' Community Engagement Programs and promote the services available to the citizens in the district, create marketing material, organize internal/external promotional campaigns.

Their specific key duties and responsibilities would include developing and implementing programs to attract social media interest through activation of multi-media platforms to capture a wide range of demographics; to promote internal programs cross-functionally to drive employee engagement and to engage with community partner agencies to build collaborative programs and opportunities.

This position has been [approved](#) for a 52-week time period and will report directly to the DSB CAO. The DSB will be advertising for a candidate who has a successful completion of a Post-Secondary Diploma in the Business Administration Field with a concentration in marketing, communications, media relations or public relations. Their experience may include school co-operative assignments or placements.

The candidate will have the ability to engage within a team dynamic in an effective and tactful manner, have advanced communication skills, using both the written word and through verbal interactions. They will also have the ability to organize time effectively to

meet deadlines and be highly organized with the ability to manage multiple assignments concurrently. They will have need to be attentive to detail, with the ability to analyze and course-correct all work-in-progress.

Regular progress reports will be completed and submitted to NOHFC to ensure that the DSB is compliant with the grant requirements and that spending is on target.

### **Project Costs**

NOHFC has approved this project cost totaling \$31,122.00. The submission was for \$34,580.00 therefore the remainder \$3,458.00 will be paid out of existing program funding which has been budgeted for in the 2019 budget.

### **Conclusion**

At this point staff intend to fill this position on an annual basis if deemed appropriate and necessary using NOHFC funding. There is no intent at this point to create a new permanent position within the DSB organizational structure. Staff will provide reports to the Board on the effectiveness of the position and provide recommendations to the Board before the position is filled for a second year.