



THE THUNDER BAY POLICE SERVICE

POSITION DESCRIPTION

POSITION: Community Relations Coordinator
BRANCH: Corporate Communications
UNIT: Corporate Communications
REPORTS TO: Director – Corporate Communications
PAY SCALE: Level 10 to Level 13

CORE COMPETENCIES

The **Community Relations Coordinator** is responsible for the orderly operation of general duties within their assigned Unit, as well as the efficient transfer of information and communications received by the Thunder Bay Police Service. General core competencies required to be successful in this position are:

Competencies	Requirements
Accountability and Excellence	• Align behaviours to organizational values of partnerships, integrity, public service, excellence, equity, diversity and human rights. • Address others whose behaviours are contrary to TBPS values. • Demonstrate required level of job-related skill. • Focus efforts on achieving standards of excellence through continuous improvement and ongoing development. • Comply with all relevant codes of conduct, policies, and procedures. • Exercise self control, adaptability, and flexibility in stressful or difficult situations. • Accept responsibility for own actions regardless of consequences. • Respect the dignity, human rights, equity, diversity, and inclusion of others.

Competencies	Requirements
Decision Making	• Apply established guidelines and procedures to make informed decisions. • Seek guidance as needed when the situation is unclear and involves the right people in the decision-making process. • Consider consequences of decisions including the impact on others and the TBPS. • Reach decisions that are consistent with established procedures and TBPS values. • Assess the effectiveness of decisions and responds accordingly.
Interaction and Influence	• Promote team goals, share the workload, and assist others. • Give credit and acknowledge contributions and efforts of peers. • Treat others fairly, ethically, and with value — communicating openly and building trust. • Effective written and verbal communication skills – clear, concise, and suited to others’ level of understanding. • Demonstrate cooperation, collaboration, and consensus-building when working with others within or outside the TBPS. • Ability to accept and act on constructive criticism. • Effectively communicate using strategies to achieve common goals, influence, and gain support of others.
Social & Cultural Competency	• Demonstrate a professional, empathetic, and objective demeanour. • Able to effectively interact, work and develop meaningful relationships with people of various ethnic, cultural, and social backgrounds. • Recognize and respect diversity through communication and actions in all contexts. • Show respect and openness towards someone whose ethnic, cultural, and social background is different from one’s own. • Able to recognize and manage one’s own behaviours, moods, and impulses to create an inclusive, equitable and welcoming environment within the TBPS. • Able to use one’s own experiences to relate to and work with all ethnic, cultural, and social groups.

Information Management	• Use appropriate procedures to collect, organize, retrieve, maintain, and disseminate information. • Demonstrate awareness of key types and sources of information needed to perform duties. • Effectively uses technology and/or systems to manage information pertinent to the position. • Ensure appropriate security protection, storage, and maintenance of information. • Respect confidentiality of information. • Knowledge of computer applications pertinent to position.
Communication Skills	• Communicate ideas and information in writing to ensure that information and messages are understood and have the desired impact. • Communicate public messaging that accurately represents TBPS values. • Writes clearly, using correct grammar, spelling, and punctuation. • Tailors the communication to the reader.
Community Engagement	• Demonstrate professional, empathetic, and objective demeanour when dealing with all ethnical, cultural, and social groups. • Participate in policing and community partnership events. • Enhance partnerships and communication with diverse community groups. • Demonstrate service excellence consistent with the strategic plan. • Actively promote Thunder Bay Police Service as an employer of choice. • Proactively initiate projects and increases awareness of programs targeting community issues.

SUMMARY OF ESSENTIAL JOB FUNCTIONS:

The **Community Relations Coordinator** is responsible and accountable to the **Director – Corporate Communications** for the efficient and timely performance of the assigned duties and responsibilities. Specific responsibilities shall include but not be limited to:

- Under the direction of the Director – Corporate Communications, assist in the development, implementation and evaluation of annual communication and engagement plans that align with the Service’s strategic plan while projecting a positive image of the Service and its members.
- Coordinate community and internal engagement, public education, promotional, digital, evaluation and transparency activities to ensure strategic planning, messaging and delivery.

- Develop and maintain respectful, collaborative and culturally responsive relationships with Indigenous communities, organizations, community leaders, service providers, media, other police agencies and other community partners.
- Take a lead role in identifying, developing and coordinating activities to continue to connect TBPS services with the Indigenous and other diverse communities in collaboration with members.
- Coordinate professional development training for TBPS members that supports diversity and inclusion initiatives.
- Work collaboratively with the Community Inclusion Team, Police Liaison Team Officers and other Service members to identify opportunities to enhance collaboration, engagement and communications with Indigenous communities.
- Support the development and implementation of culturally responsive communication and engagement practices that recognize the diverse perspectives, experiences, needs and priorities of diverse communities.
- With a focus on strengthening community relations, write, edit and coordinate content for media, web, social media, presentation, newsletters, reports, displays and engagement activities.
- Develop and maintain effective community and strategic partnerships by identifying opportunities to increase TBPS presence and participation at community events, functions, initiatives and activities.
- Take a lead role in creating a culturally responsible work environment.
- Work with internal units and external partners to plan, coordinate and promote public education and awareness initiatives.
- Liaise with the TBPS Elders' Council and community groups for input, guidance and inclusion in training, events, and content and provide recommendations on appropriate engagement that supports diversity initiatives.
- Research and recommend policies, procedures, metrics and communication to increase internal and external awareness that facilitate effective and meaningful dialogue and interactions between TBPS and the communities it serves.
- Develop and apply appropriate evaluation tools and performance measures to assess community and partner satisfaction, audience reach, participation, initiative effectiveness and progress toward identified outcomes.
- Promote the positive image of the police service and ensure consistent branding of internal and external initiatives through all communications efforts. Act as spokesperson when needed to project a positive, professional image for the service.
- Assist with internal communications to ensure consistent messaging throughout the organization to support change and modernization initiatives.
- Analyze and interpret gathered data to evaluate the effectiveness, reach, engagement, and overall impact of community relations strategies, plans, initiatives, and campaigns, including progress against established goals and the Strategic Plan.
- Prepare reports or presentations summarizing data analysis and research findings to support strategic decision-making by the Director – Corporate Communications and the Chief of Police.

- Engage internal members to participate in internal and external communications activities, including advising on content, and participating in content development and dissemination.
- Provide daily support, backup, and occasional relief for the Media Relations Coordinator.
- All other duties as assigned within the core competencies.

QUALIFICATIONS

- Post-secondary degree in a related field or an equivalent combination of education, training and experience.
- Demonstrated knowledge and understanding of Indigenous and other communities, their needs and relationships
- Experience in planning, executing and evaluating projects.
- Demonstrated knowledge and thorough understanding of communicating with respect to equity, diversity and inclusion (EDI) best practices in order to effectively connect with diverse communities.
- Proven ability to collaborate effectively with a broad range of stakeholders, fostering trust, engagement, and productive partnerships to achieve organizational objectives.
- Superior communication skills with the ability to express ideas, concepts, and complex problems both verbally and in writing to a variety of audiences.
- Demonstrated writing, editing, proof reading and research skills.
- Excellent organizational skills with the ability to prioritize in order to meet deadlines when critical events occur.
- Excellent interpersonal skills with the ability to work independently or as part of a team.
- Ability to work well under pressure, manage multiple assignments while meeting deadlines and completing task at a high degree of accuracy.
- Demonstrated knowledge and experience in Microsoft Office related software to an accomplished level, including Microsoft Word, Excel, and PowerPoint is essential.
- Must possess valid Ontario class 'G' driver's license.
- Willing and able to work overtime hours when required.

WORKING CONDITIONS

- Required to work 8-hour shifts consisting of 5 on, 2 off.
- Work is performed in a standard office environment with minimal adverse working conditions which could produce mild discomfort such as moderate noise.
- Work may be required to be performed off-site or in an outdoor environment.
- Travel within the district of Thunder Bay may be required.

TESTS & ASSESSMENTS

Candidates may be subject to any of the following tests and assessments for this position.

- Application review
- Performance Appraisal review
- Disciplinary record review
- Panel Interview

APPROVAL:

Prepared by: Human Resources Specialist, E. Hansen #2538	Initial Date Created: October 9, 2026
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