



THE THUNDER BAY POLICE SERVICE

POSITION DESCRIPTION

POSITION: Media Relations Coordinator
BRANCH: Corporate Communications
UNIT: Corporate Communications
REPORTS TO: Director – Corporate Communications
PAY SCALE: Level 7 to Level 10

CORE COMPETENCIES

The **Media 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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.
Technology Management	<ul style="list-style-type: none"> • Maximize the use of technology to support operational and administrative work for the organization. • Demonstrate knowledge of technology appropriate to their role and is proficient in its use. • Troubleshoot and maintain technology used in the performance of one's duties. • Ensure appropriate security protection, storage, and maintenance. • Utilize technology to scan environment to identify evolving trends.

SUMMARY OF ESSENTIAL JOB FUNCTIONS:

The **Media 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, help execute the annual communication plan that reflects and supports the strategic goals of the Service.
- Work with the Director – Corporate Communications to develop and recommend social media marketing strategies. Use technical knowledge and comprehensive understanding of social media tools to develop, manage and evaluate the Thunder Bay Police Service's content marketing strategy.

- Create informative and interesting social media posts, press releases, press kits and related marketing materials.
- Administer the Thunder Bay Police Service's social media presence including but not limited to Facebook, Twitter, LinkedIn, YouTube and the website.
- Maintain, evolve, and enforce Thunder Bay Police Service's social media policies and guidelines.
- Monitor comments and questions with the Thunder Bay Police Service social media platforms and communicate accordingly.
- Under the supervision of the Director – Corporate Communications, act as a liaison with other departments regarding content posted on the Thunder Bay Police Services' social media and website. Develop social media images that support the Thunder Bay Police Service's online efforts, complying with social media guidelines.
- Develops, designs, and expands the Thunder Bay Police Service website.
- Researches, writes, edits, and posts approved material to the website.
- Manages subscribers to the Thunder Bay Police Service social media sites including but not limited to the website, Facebook, Twitter, LinkedIn, etc.
- Develops Thunder Bay Police Service's social media exposure.
- Assists in developing strategies and policy for the Thunder Bay Police Service use of social media.
- Assists the Director – Corporate Communications with monitoring and retaining Thunder Bay Police Service media coverage and associated police media coverage.
- All other duties as assigned within the core competencies.

QUALIFICATIONS

- Post Secondary education in Communications, Public Relations, Journalism, or a related field with an understanding of content management systems.
- A minimum of three (3) years related experience in website content development and experience with social media as part of a strategic communications plan and with digital marketing.
- Experience in the design and development of web-based applications and frameworks with aptitude and knowledge of web technologies, relevant software, and web browsers and with a working knowledge of web analytics.
- 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.
- Understanding of collaborative social networking technologies, application-based communication devices, etc., and the ability to troubleshoot website and social media technologies and to adapt to change in a dynamic environment.
- Excellent organizational skills with the ability to prioritize in order to meet deadlines when critical events occur such as daily deadlines for top stories, public safety notices, etc.
- Excellent interpersonal skills with the ability to work independently or as part of a team. Must possess valid Ontario class 'G' driver's license.
- Ability to work well under pressure, manage multiple assignments while meeting deadlines and completing task at a high degree of accuracy.
- Willing and able to work extended and/or overtime hours when required.
- Photography, videography, and video editing skills are an asset.
- Knowledge of web development languages is an asset.

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.
- Located in a comfortable indoor area. Conditions could produce mild discomfort such as moderate noise.

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:

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