



Position Title: **Community Engagement & Communications Manager**  
Reports To: Clerk  
# of Direct Reports: 0  
Status: Full-time  
Revision Date: March 2026

---

## **JOB PURPOSE**

Reporting to the Clerk, this position focuses on fostering effective communication strategies and strong community engagement within the Municipality of Red Lake. This role involves planning, developing and overseeing community engagement initiatives that align with municipal goals and cultivate lasting and sustainable community pride.

## **SPECIFIC ACCOUNTABILITIES**

### **1. Corporate Communications**

- Lead the development and implementation of a municipal Communications Strategy utilizing print, digital, and social media platforms.
- Serve as the primary communications lead for the Municipality, ensuring consistent, accurate, and timely public messaging.
- Draft and distribute media releases (in concert with the CAO), public notices, announcements, newsletters, and website content.
- Manage and regularly update the Municipality's social media platforms (e.g., Facebook, Instagram) and the monthly newsletter.
- Monitor public and media channels and respond to routine inquiries in coordination with the CAO.
- Support the Mayor, Council, and CAO in preparing communications materials including speeches, key messages, and announcements.
- Provide communications and public engagement support to all municipal departments.
- Update and maintain the Municipality's Visual Identity Guide to ensure consistent branding standards.

### **2. Community Engagement**

- Develop, implement, and annually update a comprehensive Community Engagement Strategy aligned with Council priorities and the Municipality's Strategic Plan.

- Plan, coordinate, and facilitate public engagement activities related to municipal initiatives, studies, plans, and service delivery (e.g., surveys, public meetings, workshops, online and Indigenous consultations).
- Collect, analyze, and report on community feedback to inform decision-making and improve service delivery.
- Prepare engagement summaries and an annual Community Engagement Report for Council.
- Establish and maintain strong working relationships with residents, community organizations, Indigenous partners, service clubs, and local businesses.
- Develop and implement initiatives that promote civic pride, beautification, environmental stewardship, and cultural awareness.
- Create and maintain a municipal volunteer database to support events, advisory committees, and emergency response efforts.
- Promote and support volunteerism through coordination of recognition initiatives and community-driven events.
- Develop and implement a Welcome Strategy for new residents to improve awareness and access to municipal services and programs.
- Coordinate and manage municipal participation in community events, including attending events in the absence of Mayor, Council, or CAO as required.

### **3. Municipal Events & Funding**

- Lead or assist in the planning and delivery of municipal events (e.g., Flag raisings, Canada Day and other community celebrations), including logistics, promotion, sponsorship, and post-event reporting.
- Identify, prepare, and submit grant and sponsorship applications to secure funding for municipal events and community development initiatives.
- Monitor grant compliance and reporting requirements.

### **4 . Advisory Committee Support**

- Coordinate and provide administrative support to assigned committees, including:
  - Community Safety & Well-Being Advisory Committee
  - Truth & Reconciliation initiatives
  - Community Health Care Committee
- Schedule meetings, prepare agendas and supporting materials, record minutes, and track action items.

### **5. Digital Presence & Website**

- Work collaboratively with the IT Manager to maintain and continuously improve the municipal website to ensure it is modern, user-friendly, accessible, information is current and aligned with corporate branding.
- Ensure information posted online is accurate, current, and compliant with accessibility standards.

## **6. Cultural & Strategic Plan Reporting**

- Lead the annual review and update of the Community Cultural Plan and prepare related reports to Council.
- Develop engagement strategies to support implementation of municipal plans, strategies, and studies

## **WORKPLACE REQUIREMENTS**

- Valid Ontario Driver's License in good standing with access to a vehicle in order to travel to events, meetings and activities related to the role
- Ability to sit and do computer work for sustained periods of time.
- Occasionally there is a requirement for work outside regular working hours to attend community events or meetings.

## **RELATIONSHIPS**

**Internal:** All departments within the Municipality of Red Lake, Council and municipal committees.

**External:** General public, Provincial and Federal agencies, local business owners, local media and colleagues from other municipalities/communities.

## **KNOWLEDGE, SKILLS & TECHNICAL ABILITIES**

- A minimum of 4 years of experience in Community Engagement, Public Relations, or a related area with a focus on local government.
- Post-secondary education in Communications, Public Relations, or Community Development, or a related field.
- Strong understanding of municipal structures and public sector processes.
- Excellent verbal and written communication skills.
- Experience and competency in writing grant applications, media content and communication documents
- Proven ability in stakeholder engagement and relationship building.
- Strong project management and organizational skills.
- Proficiency in using 'contact management systems', social media platforms, and digital marketing tools.
- Skill in interpreting and presenting data to evaluate program outcomes and inform continuous improvement.
- Awareness of community planning and development processes within the Ontario region.
- Competence in using office productivity software and project management tools.
- Demonstrate ability and commitment to the Core & Leadership Competencies