



The Belleville Police Service is accepting applications for a Full-Time Strategic Communications Coordinator. Please review the job description below that details desirable qualities and skills required.

The starting salary is \$96,012 annually. Full-Time benefits include health and dental, life and long-term disability insurance coverage and pension (OMERS). Other notable perks for all members include access to the Employee Assistance Plan (EAP) and on-site fitness facilities.

To make an application you must create an online profile with the Belleville Police Service website (www.bellevilleps.ca > 'Careers' > 'Current Opportunities'), and upload all below documentation as applicable:

- Cover letter
- Resume
- Copy of Diploma and/or Degree(s) of educational achievements

Additional supporting documentation you may submit includes:

- Letters of reference
- Certificates of Achievement (*i.e. designation membership or certification from a recognized communications association*)

Completed application packages must be submitted no later than April 4, 2025. A full selection process (including assessments and interviews) will follow. Candidates that are selected to participate in the assessments will be required to provide a portfolio.

We thank all applicants, however, only those candidates selected for an interview will be contacted.

By applying, you agree that the statements made by you are true, complete, and correct to the best of your knowledge. Further, you understand that any falsification of statements, misrepresentations, and/or deliberate omission or concealment of information may be considered just cause for dismissal.

Please note that the Belleville Police Service is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise the HR Unit if you require accommodation for testing, interview, or employment purposes.

Please visit the Belleville Police Service website, www.bellevilleps.ca, to obtain further information on the Service.

CIVILIAN POSITION DESCRIPTION

Position Title: STRATEGIC COMMUNICATIONS COORDINATOR

Association: SENIOR OFFICER ASSOCIATION

Division: EXECUTIVE SERVICES

Section: EXECUTIVE SERVICES

Immediate Supervisor: CHIEF OF POLICE

Hours of Work: FULL-TIME: 40 HOURS PER WEEK, MONDAY – FRIDAY (DAYS)

POSITION OBJECTIVES

Responsible for coordinating the development, implementation and evaluation of all internal and external communication plans and strategies, media relations and marketing that will promote and enhance the image of the Belleville Police Service's strategic communication efforts to ensure alignment and coordination across the Service.

POSITION RESPONSIBILITIES

1. Operate within the regulations, policies, and procedures established by the *Community Safety and Policing Act*, the Belleville Police Services Board, and the Chief of Police.
2. Perform duties in a manner that reflects the Belleville Police Service Vision, Mission Statement, and Motto.
3. Collaborate with appropriate internal stakeholders to develop and maintain a corporate communication plan that is aligned with the organization's strategic priorities. Monitors, evaluates and reports on the effectiveness of the plan.
4. Serves as a key advisor/consultant to the Chief of Police, Executive Leadership and Senior Leadership Teams on all strategic and operational matters related to communications, branding, media and public relations.
5. In conjunction with the Chief, lead crisis communications planning and response.
6. Develop, implement and evaluate communication and public relations strategies, social media campaigns, and communication plans designed to inform members, the media, and the general public of organizational initiatives and policies.
7. Prepare quality and timely communications and marketing materials including, but not limited to, publications, advertisements, news releases, displays, audio-

visual presentations, speeches, web content, briefing notes, background articles and other materials as required.

8. Develop, maintain and guard a brand management strategy that ensures the protection and promotion of the Service's image in an appropriate, coordinated, and consistent manner.
9. Create communication materials using graphic design software and video editing software.
10. Monitor media and communication initiatives on an ongoing basis, in addition to regional, provincial, and national publications and social media for policing issues and trends.
11. Coordinate responses to media inquiries and assist members, as required, to develop key messages and responses to interviews. Write, edit and/or approve the accuracy of public information including print publication, website, and other media.
12. Develop, maintain and refresh of the BPS external website and social media platforms.
13. Organize formal news conferences, special events, and projects as needed.
14. 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.
15. Assist with internal communications to ensure consistent messaging throughout the organization to support change and modernization initiatives.
16. Develop and maintain effective networks and relationships with contacts in the media and with colleagues in other police agencies.
17. Attend scenes of major incidents and events to ensure that on-scene media needs are fulfilled and provide assistance to responding officer with the media if required.
18. Manage the communication budget to ensure the efficient use of financial resources.
19. Develop policy and procedures on internal and external communications including traditional media and social media. Identify changes in legislation governing communications to determine their impact on BPS and recommend changes to ensure compliance.

20. Regular attendance at Police Service Board meetings, corporate events and meetings.
21. Prepare, develop, and deliver data driven, evidence based materials and presentations through various mediums.
22. Perform other duties as required, assigned or directed by the Chief of Police or designate.

Note: This position description is intended to describe the general level and nature of the position and is not an exhaustive list of all tasks assigned in the performance of the position.

QUALIFICATIONS

Education, Experience and Certifications

Required:

- University degree in related field.
- Three (3) to five (5) years' experience in various functional areas of communications or related field.

Preferred:

- Courses in strategic communications, public relations, media relations, marketing, journalism or related field.
- Designation, membership or certification from a recognized communications association is an asset.

Skills and Qualifications

Required:

- Demonstrated understanding of strategic communications planning and issues management in the public sector.
- Proficient with graphic design software, video editing software, and social media platforms.
- Experienced with online and traditional media, advertising, market research, and community relations.
- Demonstrated knowledge in all areas of media and communication fields including crisis communication and media management.
- 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.
- Knowledge of municipal governance and community groups with sound understanding of all levels of relevant legislation, standards, and best practices in relation to police communications.
- Strong understanding of the business planning process.
- Discretion, good judgement, and confidentiality in dealing with sensitive and highly confidential issues.
- Ability to interact diplomatically, tactfully and confidentially.
- Strong ethics and ensures integrity and trust are maintained.

- Excellent interpersonal skills and customer service approach.
- Superior communication skills including listening, speaking, keyboarding, reading, writing and editing ability.
- Effective public speaking and presentation skills.
- Ability to communicate in a professional manner and ensure accurate information is conveyed.
- Ability to complete work with a high degree of thoroughness, accuracy and attention to detail.
- Experience coaching, influencing, mentoring, and consulting.
- Well-developed time management, planning, prioritization, and organizational skills in order to manage and respond to shifting needs and multiple important requests with deadlines.
- Ability to identify and solve problems, utilize effective analytical reasoning and decision-making skills, act independently and make recommendations.
- Strong initiative, self-motivation and ability to work independently.
- Ability to collaborate as an effective team member with a result-driven approach.

CONTACT AND HUMAN RELATIONS

Reports directly to the Chief of Police. Works internally with the Chief of Police, Deputy Chief of Police, the Executive Officer, the Executive Leadership Team, the Community Resources Unit, Human Resources Unit, and all other personnel as it pertains to strategic communications within BPS. Works externally with the City of Belleville's Communications departments; the media; elected and government officers; other police services and suppliers; and members of the public as it pertains to BPS strategic communications.

SUPERVISORY ACCOUNTABILITY

- N/A

PHYSICAL AND MENTAL DEMANDS ANALYSIS

*F = **Frequently** indicates task is performed more than 10 times per hour or usually performed in the working conditions indicated

*SO = **Sometimes** indicates task is performed less than 10 times per hour or is periodically performed in the working conditions indicated

*SE = **Seldom** indicates task is only rarely performed or the working conditions indicated are only rarely encountered.

1. *Lifting / Carrying (less than 15 lbs):* F ___ SO ___ SE X
2. *Lifting / Carrying (15 – 35 lbs):* F ___ SO ___ SE X
3. *Lifting / Carrying (over 35 lbs):* F ___ SO ___ SE X
4. *Pushing / Pulling:* F ___ SO ___ SE X
5. *Handling / Gripping:* F X SO ___ SE ___
6. *Keyboarding:* F X SO ___ SE ___

- 7. *Reaching – Above / Below Shoulder Ht.:* F ___ SO___ SE _X_
- 8. *Sitting:* F _X_ SO___ SE___
- 9. *Standing:* F ___ SO___ SE _X_
- 10. *Walking:* F ___ SO___ SE _X_
- 11. *Climbing (Stairs, Ladders, Etc.):* F ___ SO___ SE _X_
- 12. *Bending / Stooping:* F ___ SO___ SE _X_
- 13. *Crouching / Kneeling:* F ___ SO___ SE _X_
- 14. *Twisting (at waist):* F ___ SO_X_ SE ___
- 15. *Hearing – Normal Required:* F _X_ SO___ SE ___
- 16. *Vision – Normal Required:* F _X_ SO___ SE ___
- 17. *Cognitive Ability – Memory, Judgment, etc.:* F _X_ SO___ SE ___
- 18. *Cognitive Ability – Handle Pressure / Stress:* F _X_ SO___ SE ___
- 19. *Working Environment – Outside (All Weather):* F ___ SO___ SE _X_
- 20. *Working Environment – Inside (Climate Controlled):* F _X_ SO___ SE ___
- 21. *Working Environment – Inside (Not Controlled):* F ___ SO___ SE _X_
- 22. *Noise – Exposed To > 85 db:* F ___ SO___ SE _X_
- 23. *Congested Worksite (Enclosed Space):* F ___ SO___ SE _X_
- 24. *Driving – Car / Pick-up Truck:* F ___ SO___ SE _X_
- 25. *Driving – Heavy Truck / Vehicle:* F ___ SO___ SE _X_
- 26. *Rotating Shifts:* F ___ SO___ SE _X_

OTHER WORKING CONDITIONS/ ENVIRONMENT

- Willingness to do overtime, as required, dependent on the needs of the Service.
- Work on short notice and overtime to meet operational needs.
- Exposure to highly confidential and sensitive information.
- Willingness to travel dependent on the needs of the Service, as required.
- Exposed to multiple screens for extended periods of time.
- Sitting in a continuous fixed position in front of a computer for extended periods of time.