



COMMUNICATIONS COORDINATOR

Job ID: AD-24-131

NT Power delivers electricity to almost 50,000 customers within the Town of Newmarket, Town of Midland and Tay Township. Headquartered in Newmarket, Ontario, NT Power has an additional office in Midland, Ontario, approximately one hour north along the shores of Georgian Bay.

We require a pragmatic, creative, innovative, and highly motivated **Communications Coordinator** to work out of our head office in Newmarket. This role operates in a flexible hybrid setting, combining remote and in-person work arrangements. This is a full-time position with a comprehensive benefits package and pension plan.

POSITION SUMMARY

The Communications Coordinator is responsible for developing and implementing a comprehensive communications plan and initiatives supporting the strategic objectives of NT Power while enhancing relationships with key internal and external audiences. Accountable for communication with staff regarding important updates, and coordination of staff volunteers and events. This includes policy updates, procedures, and external problems that may impact staff. This position also communicates with external stakeholders, including customers and the public. Communications are made using social media and the company website and can include updates on hydro outages or information that impacts service, as well as promoting energy savings programs. The Communications Coordinator frequently engages with customers and must positively represent NT Power.

DUTIES AND RESPONSIBILITIES

- Manage, plan and develop internal and external communication plans, presentations, events and promotions
- Incorporate new communications tools and creative dissemination strategies to strengthen NT Power's brand
- Recommend techniques and innovative plans to build NT Power's public image and strengthen the NT Power brand
- Support and contribute to fostering a positive corporate culture
- Support the NT Power Key Accounts Management Program and Demand Management Program
- Development of branded and informative content for sharing through social media channels
- Monitor NT Power's social media and online presence using listening tools
- Ensure website content is up to date and liaise with appropriate management staff to ensure information accurately reflects ongoing processes and activities in each department
- Respond to customer messages over social media and at community events in a respectful manner that reflects the values of the NT Power brand
- Write, coordinate and design materials for internal and external use



- Create and execute an annual plan for public relations events, coordinate staff volunteers and participate in planned events
- Other duties as assigned

QUALIFICATIONS

- Postsecondary university or college education with a degree/diploma in Marketing, Communications, English, Public Relations, or Journalism
- Minimum 1-3 years of experience in a related field
- Possess a strong understanding of effective marketing, communications and public relations techniques
- Ability to manage social media platforms, knowledge of Hootsuite beneficial
- Graphic design knowledge and the ability to create informative, engaging, and professional content for a variety of uses and platforms
- Utilizes time management skills to manage multiple priorities and projects
- Excellent writing and editing skills and attention to detail
- Ability to deliver presentations; public speaking skills
- Ability to share information in a clear and concise manner
- Strong interpersonal skills to effectively engage with customers over email, phone or social media
- Ability to work collaboratively and respectfully with staff, co-workers, peers and managers

APPLICATION INFORMATION

If you are interested in this position and meet the qualifications, please submit your resume by visiting our Careers page at <https://ntpower.ca/careers>. Please include the position title and the job ID number in the subject line of your e-mail. We appreciate the interest of all candidates; however, only those selected for an interview will be contacted.

APPLICATION DEADLINE FOR THIS POSITION IS SEPTEMBER 23, 2024, BY 4 P.M.

Candidates are required to disclose NT Power employees who are immediate family members prior to the interview.

Successful candidates will be required to obtain a criminal verification screening as a condition of employment.

NT Power is committed to fairness and equity in employment and our recruitment and selection practices. We encourage applications from Indigenous peoples, people with disabilities, members of sexual minority groups, members of racialized groups, women and any others who may contribute to the further diversification of our LDC community. Accommodation will be provided in all parts of the hiring process. Applicants need to make their requirements known in advance when applying through <https://ntpower.ca/careers>.