



## COORDINATOR, COMMUNICATIONS

General Circular No. M-8 / 1313

<b>Place of Work:</b>	Office of the Director General
<b>Classification:</b>	7
<b>Salary Rate:</b>	\$78,660.00 to \$104,878.00
<b>Start Date:</b>	Determined by the Board
<b>Immediate Superior:</b>	Director General

### Nature of the Work

Under direct authority of the Director General of the English Montreal School Board (EMSB), the position of Coordinator, Communications entails the performance of all the duties required for the coordination, supervision, execution and evaluation of the external and internal communications program and activities for the EMSB.

### The position includes, in particular, the following responsibilities:

- Lead the Communications department and supervise a multidisciplinary team of communications and marketing experts.
- Coordinate and evaluate the staff under the incumbent's authority.
- Participate in formulating the objectives, programs and priorities of the department in support of the mandate and key focus areas for the EMSB and its network of schools and centres.
- Manage the budget of the Communications department.
- Coordinate and oversee the implementation of specific communication and marketing programs.
- Support the Directors or Assistant Directors of other departments, as well as the Principals or Vice-Principals of schools and centres with their internal and external communications and marketing needs.
- Coordinate operations surrounding the school board's publications, in particular the annual report, press releases, newsletters, newspapers, advertising, etc.
- Act as an official media spokesperson for the school board on topics and matters designated by the Director General.
- Oversee the deployment of digital strategies (websites and social media channels) for the school board vis-a-vis communication and reputation management matters.
- Develop and implement, review relevant policies, procedures and directives from the Council of Commissioners.
- Supervise the organization of institutional communication and promotional events, in particular for students, commissioners and staff.
- Monitor and share with senior leadership any media activity on the web and social media in order to take action as needed, and take advantage of opportunities to position the organization favorably.
- Set goals, determine training needs, evaluate performance, and provide support as needed to staff under responsibility.

### Requirements and Qualifications

- Undergraduate degree in a relevant field of study, preferably a Bachelor in Communications or equivalent, or hold a senior executive or senior staff position in a school board for which an undergraduate degree is required under the minimum qualifications
- Five years of relevant experience, including in direct or indirect supervision of employees
- Have experience in media relations, namely as spokesperson
- Have a sense of creativity and innovation; be consistently on the lookout for new knowledge and best practices
- In-depth knowledge of digital platforms, web technologies and social media operations
- Have excellent spoken and written English and French
- Strong communication skills, organizational and project management skills
- Have tact, diplomacy and respect for confidentiality
- Have political skills and demonstrate exemplary ethical behavior
- Good tolerance for stress and ability to adapt to, and manage, emergency situations
- Have mobilizing leadership, and the ability to influence employees and partners, and give direction and meaning to common efforts
- Team work oriented as well as a customer-focused approach
- Demonstrate strategic thinking when handling media requests

To view job description as outlined in the classification plan [click here](#)  
or visit their website <http://cpn.gouv.qc.ca/en/cpnca/management-staff/>

Interested candidates should send their letter of interest and curriculum vitae to [jobs@emsb.qc.ca](mailto:jobs@emsb.qc.ca)  
to the attention of Ms. Ann Watson, Director of the Human Resources Department,  
**by Thursday October 22 by 4:00 p.m.**

Please refer to the circular number in your letter of application.  
Only candidates chosen for an interview will be contacted by the English Montreal School Board.  
Tests may be administered in order to assess candidates' skills.

The masculine gender was used in this posting to facilitate the reading.

The English Montreal School Board has implemented an Equal Access Employment Program in accordance with the Act respecting equal access to employment in public bodies and encourages applications from women, members of visible and ethnic minorities, aboriginal and handicapped peoples.