



Title:	Approval for a Community Relations Specialist position
Report Number:	CAO2021-08
Meeting Date:	Tuesday, December 07, 2021
Report Prepared:	Thursday, December 2, 2021

RECOMMENDATION(S):

That Council direct staff to proceed with the recruitment of a “Community Relations Specialist”.

REPORT:

On July 6, 2021 staff brought a report to Council requesting for their approval for a Corporate Communications position, Council requested that Staff provide additional information including the level the position would be and the financial impact.

Staff have reviewed this position based on the comments received from Council, reassessed the position and the City’s overall communication and community relations needs. Staff have renamed the position to Community Relations Specialist to encompass communication, citizen engagement and stakeholder/public relations.

The Manager of Human Resources surveyed local municipalities and identified a gap in the City’s staffing; most municipalities of a similar size, a little smaller or larger have at least one dedicated corporate Communications position. While comparing municipalities of similar size in nature, the need for a dedicated position to community engagement is integral to service modernization and accountability and transparency to our community.

A Community Relations Specialist position would ensure that the City’s message to the community is accurately and effectively conveyed. This position will ensure communications to our residents and businesses are accessible and consistent. Hiring for a Community Relations Specialist would allow the City to provide better customer service to the community, enabling the Corporation to share important information in a timely manner.

The Community Relations Specialist will be responsible for developing a coordinated, collaborative corporate-wide approach to communications and customer service excellence consistent with the City’s strategic plan and corporate values of leadership, accountability, respect and teamwork. The Community Relations Specialist will be responsible for planning, designing and executing community engagement strategies,

and manages the marketing, advertising and public relations for the Corporation and ensures the corporate brand and strategic message is effectively communicated.

This proposed position would be funded by the repurposing of two half positions that Council approved in the 2020 budget which amount to a total of \$67,376.00. One position from the Public Works Department and the other from the Clerks Department, due to the pandemic these positions were not filled. As a result of not filling these positions the City has seen a savings of over \$130,000.00 in the course of the last two years.

The job description has been developed and it has gone through the job evaluation process. The outcome of the job evaluation has placed this position into a Band 4, this band is a support level of the non-union salary grid.

This position is critical to the City, which is the reason staff require Council's support to be able to post this position immediately and hire in Q1 of 2022. The starting salary for this role would be \$63,764.00 which is within the approved budget of the \$67,376.00 of the two part time positions combined. However as the positions were part time there were no benefits associated with them, the benefits for this position will be \$22,317.00. There will be a difference of \$18,705.00 in 2022. As there has been significant savings by not filling these two positions, the cost for the Community Relations Specialist position would be offset by these savings for a number of years.

BUDGETARY STATUS:

There will be a shortfall to cover the benefits for this position as presented in this report.

STRATEGIC PLAN:

Service Modernization

CANADIAN CONTENT:

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ATTACHMENTS:

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