



Position: Communications & Public Engagement Coordinator
Term: Fulltime
Location: Toronto, Ontario, Canada
Reporting to: Senior Manager, Communications & Public Engagement

Waterfront Toronto was established by the Government of Canada, the Province of Ontario and the City of Toronto in 2001 to oversee and lead the renewal of the city's waterfront. Our mandate is to deliver a revitalized waterfront that brings together the most innovative approaches to sustainable urban development, excellence in urban design, real estate development, and leading technology infrastructure. Working with the community, and with public and private-sector partners, Waterfront Toronto creates neighbourhoods anchored by parks and public spaces, and diverse, sustainable, mixed-use communities that offer a high quality of life for residents, employees, and visitors alike. We are transforming the waterfront for the use and enjoyment of the people of Toronto, Ontario and Canada, to foster economic growth and to redefine how the city, province and country are perceived by the world.

The Opportunity: Communications & Public Engagement Coordinator

Waterfront Toronto is seeking a Communications & Public Engagement Coordinator to join our team. The successful candidate will play an integral role in supporting the department in promoting public and stakeholder awareness, understanding, engagement and support for waterfront revitalization. In this role you will help deliver on multifaceted communications and engagement strategies for a variety of projects and initiatives outlined in our [Rolling Five-Year Strategic Plan](#) and in our [2024/25 Annual Business Plan](#).

Key Responsibilities:

- Collaborate with team members to plan communication and engagement strategies and ensure their effective execution.
- Oversee and coordinate logistics for public and stakeholder meetings and special events (in person and virtual), including liaising with venues and suppliers, and providing on-site supervision and support to ensure seamless execution.
- Represent Waterfront Toronto at public meetings and events, acting as the first point of contact for the public.
- Develop creative communication support materials, including blogs, presentations, web and video content, reports, and other written materials.
- Develop and oversee production of marketing materials, including construction signage, hoarding, funder recognition signage, advertisements, and other printed materials.
- Support the creation and execution social media strategies, including tracking performance of campaigns to gauge effectiveness and adjusting, as necessary.
- Monitor public inquiry inbox and social media platforms responding to comments or questions and flagging issues for follow-up.
- Editorial lead for the corporation's monthly electronic newsletter, delivering informative and engaging content.
- Collaborate with team members to ensure the corporation's website is effective, including updating and editing material, gathering appropriate information to develop content, and verifying accuracy of content on the website.
- Administrative responsibilities, such as minute-taking for stakeholder meetings, supporting departmental and project procurement needs, overseeing select vendors.
- Ensure that brand standards are maintained across all platforms (graphic/visual, as well as non-visual standards like editorial style and corporate voice).
- Support media relations, including working with external vendors, coordinating media monitoring, monthly and quarterly analysis and reporting, maintaining databases and other duties, as needed.
- Ensure that all content posted to our website and social media channels is AODA and WCAG compliant.
- Other responsibilities, as required.

Skills and Qualifications:

- Minimum three (3) years of experience in developing and executing communications and public relations strategies.
- Degree or diploma in communications, public relations, marketing, community engagement, planning or a related field of study and/or the equivalent in education, experience and training.
- Knowledge and experience with professional communications techniques and practices, including communications campaign planning, broadcast and print production, materials development, photography/videography, and media relations.
- Demonstrated experience managing logistics and event planning both in person and online (such as public consultation, media, community, and special events).
- Expertise with digital communications, including social media, websites, and blogs.
- Demonstrated experience gathering and synthesizing analytics, including for websites and e-newsletters.
- Expertise with a wide array of software and Internet-related applications, including Microsoft Office (Word, Excel, PowerPoint), SharePoint, Adobe Creative Cloud applications (Photoshop, InDesign and Illustrator), MailChimp, social media management tools (i.e. Sprout Social) and online engagement tools such as SurveyMonkey, Mentimeter, Microsoft Teams and Zoom.
- Well-developed interpersonal and public relations skills with a proven ability to communicate effectively, and with diplomacy, with team members, stakeholders, and members of the public.
- Excellent oral and written communication skills with expertise in writing, proofreading and attention to detail.
- Ability to work independently and with eagerness to learn and show initiative.
- Ability to work in a fast-paced environment and adapt to shifting priorities, including meeting deadlines under pressure and delivering on multiple projects in a timely manner.
- Knowledge of AODA communications standards and experience with creating accessible documents (Word, PowerPoint, PDF), including document remediation, are considered an asset.

Salary: We offer a competitive salary and benefit package.

Other Considerations:

During this time, Waterfront Toronto is operating in a hybrid work environment. Employees are currently required to work in our office three days per week for collaboration and engagement purposes. Our office is located in Downtown Toronto at **251 Queens Quay East**. Employees have the option to work remotely for the remainder of the week. This is subject to change by the Corporation.

Application Process:

Candidates should email their resume and cover letter, together in one (1) PDF document to: careers@waterfrontoronto.ca, quoting **File #24-07**, by **April 24, 2024**.

Please indicate in your cover letter how you learned about the job posting and include the specific site or network.

We thank all applicants for their interest; however, only those selected for further consideration will be contacted.

Waterfront Toronto is an equal opportunity employer, committed to representing the diversity of the city of Toronto on our team and fostering an inclusive workplace. To this effect, you are encouraged to reflect upon the diversity you would bring to the role within your application, including, but not limited to, identifying with one or more of the under-represented groups identified within the Ontario Human Rights Code. We will provide equitable treatment and accommodation to ensure barrier-free employment. If you require accommodation under the Ontario Human Rights Code or Accessibility for Ontarians with Disabilities Act, 2005 (AODA) at any stage of the recruitment process, please advise and we will work with you to meet your needs, up to the point of undue hardship.