

Municipality of the District of Lunenburg

Position Job Description: PR Manager

Position Overview

The PR Manager is the front lines communication person for all our summer programming. They are responsible for program promotion, office administration, and program registration. This person needs strong communication skills, both written and verbal, as well as effective time management skills.

Job Responsibilities

- Plan, organize, and oversee promotion of the summer program
For example:
 - weekly Recreation Column submissions to the LighthouseNOW Log
 - compilation of summer program descriptions and layout for the summer brochure
 - prepare posters, newsletters, newspaper and radio ads
 - conduct and/or coordinate community displays
 - coordinate an entry for the South Shore Exhibition parade, including design, construction and dismantling
 - promote excellent public relation practises among all staff
 - promote PRO Kids and organize a fundraising event for PRO Kids
 - take digital photos of programs and events for promotional purposes; manage photo files
 - post recreation events on modl.ca and the department's Facebook page

- Manage the summer office
For example:
 - input and manage recreation registration with the online Activenet program
 - provide administrative support to the summer office staff
 - coordinate office procedures
 - maintain a filing system of all forms, reports and records
 - manage program registration (i.e. reminder calls, payment calls, cancellations)
 - prepare program packages for Program Leaders
 - manage phone enquiries and relaying messages
 - assist in the compilation of the summer staff manual
 - liaison and assist the Recreation Secretary

- Assist with programs as needed (i.e. special events)

Essential Criteria and Competencies

- Recreation programming and leadership experience. Preferably a student of Recreation, Kinesiology, Public Relations or Business
- Organizational and administrative skills
- Excellent oral and written communication skills
- Computer skills (word processing, publishing, Internet)
- Experience or education in the field of Public Relations

- Experience dealing with the media
- Experience designing brochures, posters, newsletters, etc.
- Knowledge or experience with recreation programming
- Telephone management skills
- Proven ability to work effectively with a variety of people in a variety of situations
- Access to a vehicle for the duration of employment
- Emergency First Aid and WHMIS

Direct Reporting Hierarchy

Reports to: Summer Recreation Manager
Supervising Others: N/A

Compensation

Hourly Wage: \$14.50-\$16.50
Mileage Rate: \$0.467/km

Work Conditions

- Semi-private office
- Air conditioned
- Summer office at the MARC, late April to late August
- Weekly schedule varies
- Some evening and weekend work required

Personal Attributes

- Friendly, outgoing personality
- Personal interest in recreation
- Flexible and able to adapt to change