



THE CORPORATION OF THE TOWNSHIP OF CENTRE WELLINGTON

COMMUNICATIONS AND ENGAGEMENT ASSISTANT

TEMPORARY, FULL TIME (1 VACANCY, 35 HOURS PER WEEK)

8 Month Contract (May to December 2026)

The Communications and Engagement Assistant reports to the Manager of Communications and Engagement within the Office of the Chief Administrative Officer (CAO). The position supports the Township's Communications and Engagement Division by providing day-to-day assistance in delivering effective internal and external communications, supporting community engagement activities, and strengthening the Township's overall connection with Council, residents, businesses, and other partners.

Working closely with the Manager of Strategic Initiatives and Communications, and in collaboration with all Township departments, the Assistant contributes to the development and delivery of communication materials, digital content, engagement tools, and customer-facing information. The role also supports the implementation of engagement plans, updates communication channels, and ensures consistent brand and messaging across platforms.

Main Duties and Responsibilities

Administration

- Provide excellent customer service and seek guidance regarding general information and assistance to residents, employees, business partners, Council and visitors.
- Review all incoming communications and engagement intake forms, assess project needs, and distribute requests to the appropriate Communications and Engagement staff for action and follow-up.
- Support the Communications and Engagement Division in an administrative capacity to ensure efficient and effective operations of the Township.
- Conduct research and collect information to support report writing, presentations, and meetings as required.
- Assist the Manager of Communications and Engagement with the preparation of material and planning for meetings and events.
- Assist with event coordination activities and special events (CAO Town Hall, Key Township Open Houses, various Public Information Centres, etc.).
- Administrative duties including data entry, filing, answering inquiries from employees and the public, scheduling appointments and meetings, minute taking, photocopying, and other duties as assigned.
- Responsible for working in accordance with the Occupational Health and Safety Act and Regulations, the Township of Centre Wellington's policies and procedures, as well as established industry guidelines.
- Perform other duties as required.

Website & Social Media Assistance

- Strengthen digital presence by supporting the maintenance of Township websites, social media and communication platforms.
- Follow a detailed social media and digital strategy to track and report on progress.
- Execute social media posts across specific platforms in a consistent tone to support the corporate brand, amplify marketing messages, provide customer service, and engage followers through strategic content.
- Monitor online commentary and conversation on social media channels, online resources, and websites to identify information that supports the management of potential or real issues.

- Provide recommendations and review social media materials from staff, external vendors, and community partners to ensure compliance with the Township's social media Policy and Guidelines
- Coordinate with various Township departments to upload content and postings to the Township's website and social media accounts.
- Gather data to populate overall performance measures, including web and social media metrics, as well as participation, video, and marketing campaign metrics.
- Review website inventory (Connect CW; staff intranet (CW Scoop); centrewellington.ca; Elora Fergus Tourism) and perform routine maintenance audits of website content, images, links, active/inactive pages and more.
- Create templates and upload content to the Township's electronic signs
- Conduct regular reviews to ensure AODA compliance for all Township websites.
- Stay informed of existing and emerging trends and technologies and collaborate with staff to generate new ideas for content.
- Support other ad hoc projects and initiatives, as required.

Corporate Communications and Community Engagement Assistance

- Enhance the Township's reputation through clear, timely, and accessible communications.
- Assist the Manager of Communications and Engagement and the Communications and Engagement Coordinator in guiding staff to effectively understand, follow, and utilize the Community Engagement Charter and Strategy, including the related Action Plan and toolkit
- Support community engagement efforts aligned with the Township's Community Engagement Charter and Strategy.
- Assist in the operational delivery of communications and engagement activities across all Township projects.
- Provide support for public engagement initiatives.
- Assist the Manager and Coordinator of Communications and Engagement in the development and execution of Communications Plans.
- Supports the Manager and Coordinator of Communications and Engagement on Corporate Communications both externally and internally, including email responses, media releases, newsletters, public meetings, etc.
- Proactively gathers information to inquiries from internal and external stakeholders and collaborates with staff across the organization to assist in preparing clear, timely responses for Council, media, and the public.
- Create marketing materials (print and digital) as needed by Township departments to promote Township events, services, and projects/initiatives.
- Attend various Township meetings and community events to capture photographs and/or video content as requested.
- Handle highly sensitive and confidential materials related to Communication and Engagement with the utmost discretion and professionalism.
- Provide recommendations and review marketing materials from staff, external vendors, and community partners to ensure compliance with the Township's Branding Policy and Guidelines
- Act as a backup to the Communications and Engagement Coordinator as required
- Performs all other duties as assigned and/or required.

Minimum Qualifications and Requirements

- Post-secondary degree or diploma in Public Relations, Corporate Communications, Journalism, Multimedia or Marketing.
- A minimum of two years experience in digital marketing, communications, and project management, preferably in the public sector.
- Highly proficient in social media implementation and marketing.
- Technically competent in Microsoft and Google applications, including Google Analytics.

- Practical knowledge in web maintenance and metrics analysis and reporting.
- Demonstrated experience with micro-campaign marketing on Facebook and Instagram.
- Must have experience in the implementation of communications, marketing, and digital campaigns, plans and strategies and what constitutes good graphic design.
- Excellent organization, research, and administrative skills.
- Strong interpersonal and written communication skills.
- Ability to work well under pressure, complete multiple assignments, and work on tight deadlines.
- Excellent time management and problem-solving skills.
- Computer literacy utilizing the Microsoft Office Suite (Word, Outlook, Excel, PowerPoint).
- Highly proficient with Adobe Creative Suite – Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver and other presentation and video editing software.
- Self-starter with ability to work independently, within section and within cross-departmental teams.
- Demonstrated ability to build strong relationships and partnerships with stakeholders.
- Flexibility to work evenings and weekends.
- Drivers license and vehicle required
- A valid driver's license and access to a vehicle is required (travel between Township office locations).

Work Location: Township of Centre Wellington Municipal Office (1 MacDonald Square, Elora)

Hourly Wage: \$23.67 (2026 Rate)

How to Apply: Interested applicants are requested to submit a **single document** that includes their resume (required) and optional cover letter in MS Word or PDF format by email to careers@centrewellington.ca by **March 1, at 11:59 p.m.** Please quote job posting '2026-17' in the subject line.

The successful candidate will be required to provide proof of current and valid certificate(s) and/or educational qualifications. We thank all those that apply; however, only those candidates selected for an interview will be contacted.

No phone calls please.

Information gathered relative to this position is done so in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will only be used for candidate selection. The Township of Centre Wellington is committed to an inclusive, barrier-free recruitment process. If you require accommodation at any stage, please contact us at hr@centrewellington.ca

The lands we know today as the Township of Centre Wellington have been home to Indigenous peoples since time immemorial. We acknowledge that we are on the treaty lands and traditional territory of the Anishinaabe and the Haudenosaunee ([read more](#)).