

Policy Title: **COMMUNICATIONS**

Policy # **A-003**

ADMINISTRATIVE PROCEDURES

Effective Date: **August 6, 2013**

CAO initials: _____

CORPORATE COMMUNICATIONS

1. As directed by the Chief Administrative Officer, provide the necessary public relations planning and support for specific initiatives, programs and activities;
2. In collaboration with departments, review upcoming major projects or issues that could impact the public image of the Municipality;
3. Design, develop and execute a communications plan incorporating media relations, advertising, special events, displays and community promotions;
4. Ensure understanding of the civic legislative process by providing information on bylaws, policies and agreements;
5. Under the direction of the Administrative Officer, provide communications support for the municipal election process; and
6. Design and develop corporate promotional tools for use by all departments.

ADVERTISING

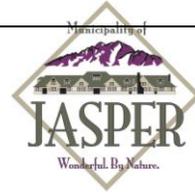
1. Advise and assist departments with the development of advertising plans. Execute, on behalf of departments, the approved plans; and
2. Coordinate the creative development of all Municipality of Jasper advertising in consultation with client departments.

PRINT AND CREATIVE PRODUCTION

1. Upon receipt of production requests, develop in consultation with the client departments, for their approval, all communications tools, including print material, displays and audio visual presentations, primarily for external use;
2. Review and approve any insert, brochure or mass-produced letter to ensure material is concise, appropriate, and offers messaging and appearance consistent with other municipal communications material; and
3. Ensure that the Municipality's logo and symbols are appropriately designed and utilized, and enhancing the Municipality's image.

MEDIA RELATIONS

1. Ensure clear, concise, timely and accurate information is disseminated to the news media on civic activities and issues;



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2. Produce and distribute news releases, information bulletins and other announcement documents on behalf of the Municipality;
3. Act as the main point of contact for all media inquiries;
4. Provide communications advice to departmental staff to ensure effective utilization of communications strategies based on a broad corporate perspective and senior public relations/advertising experience;
5. Identify for the Mayor, Council and Chief Administrative Officer, potential public relations impact of decisions relating to corporate-wide programs and services and recommend appropriate action.

PERSONNEL AND TRAINING

1. When requested, provide input to the human resources department on communications staff qualifications and selection to ensure appropriate standards are met;
2. Provide training and assistance to senior staff and elected officials in areas of media relations and public speaking on an as-needed basis.

INTERNAL COMMUNICATIONS

1. Ensure that staff are aware of key Council decisions, services, programs and initiatives, and that two-way communication with staff is encouraged.