

Policy Title:	COMMUNICATIONS
Policy #	A-003
Effective Date:	August 6, 2013
Date adopted by Council:	August 6, 2013

POLICY STATEMENT

The Municipality of Jasper is committed to governance and decision-making characterized by openness, inclusiveness, transparency and accountability. To this end, the Municipality will offer proactive, strategic, effectively managed, consistent and responsive communications to the organization's key publics.

The Municipality recognizes that providing timely, accurate, clear, objective and complete information with respect to issues, decisions, operations and participation opportunities is key in building positive and lasting relationships.

GUIDELINES

In support of this commitment, the Municipality will:

- Facilitate proactive, two-way communications with its publics;
- Identify and address communication needs and issues routinely in the development, implementation and evaluation of policies, programs, services and initiatives;
- Collect and manage public input to ensure it is forwarded through the appropriate communication channels and responded to adequately;
- Advise and assist elected officials, senior management and departmental staff in areas related to media relations, public relations, creative production, advertising, marketing, special events and protocol;
- Ensure effective and appropriate use of the organization's brand and visual identity;
- Use appropriate methods of communication to accommodate the information needs of its diverse publics;
- Manage the production and delivery of all advertising and creative services (writing, design, print and digital productions) for organization-wide programs and initiatives, and advise and provide assistance for departmental programs and initiatives; and
- Build pride through a positive image of the Municipality.

RESPONSIBILITIES

Council to:

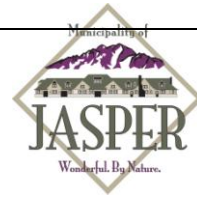
1. Approve by resolution this policy and any amendments;
2. Consider the allocation of resources for successful implementation of this policy in the annual budget process;
3. Deal with those matters referred to it by this policy in any manner it believes are warranted; and
4. Act as a body of last resort for matters requiring variance or relaxation from this policy.

Chief Administrative Officer to:

1. Implement this policy and approve procedures; and
2. Ensure policy and procedures reviews occur and verify the implementation of policies and procedures.

Manager, Communications to:

1. Ensure implementation of this policy and procedure;



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2. Ensure that this policy and procedure is reviewed at a minimum every five years; and
3. Make recommendations to the Chief Administrative Officer of necessary policy or procedure amendments.

Directors to:

1. Understand and adhere to this policy and procedures; and
2. Ensure employees are aware of this policy and procedures.

All employees to:

1. Understand and adhere to this policy.