



## **Communications Coordinator, EWSWA**

**Department:** Essex-Windsor Solid Waste Authority

**Position Type:** Full-time Temporary (35 hrs./week)

**Location:** Essex, Ontario

**Posting #:** SWA-04-25

**Opening Date:** March 20, 2025

**Internal Closing Date:** March 28, 2025

**Closing Date:** April 6, 2025

### **Role Snapshot (Our Elevator Pitch!)**

Are you a creative and strategic communications professional with a passion for public engagement and environmental sustainability? As a Communications Coordinator with the Essex-Windsor Solid Waste Authority (EWSWA), you will lead communication, promotion and education (P&E) efforts to support residents to take responsible actions toward reducing their carbon footprint by incorporating waste diversion programs and practices into their lifestyles. You will create engaging digital content, coordinate public events, and collaborate with stakeholders to promote sustainability initiatives. Your expertise in digital media and public outreach will ensure that EWSWA's messaging is impactful, accessible, and aligned with industry best practices.

### **Why Work With Us?**

The [Essex-Windsor Solid Waste Authority \(EWSWA\)](#) is the governmental agency charged with the responsibility of providing an economical and environmentally conscious integrated solid waste management system for the County of Essex (County) and the City of Windsor (City). The mission of the EWSWA is to provide programs to manage the solid, non-hazardous waste generated in the County and the City in an environmentally sound manner through processes which include, but are not necessarily limited to reduction, reuse, recycling, composting, and landfilling.

## **About the Team**

As the Communications Coordinator, you will create and manage communication, advertising, and promotional initiatives for the EWSWA. The role emphasizes digital and multimedia content creation, event coordination, public education, and stakeholder collaboration. The Coordinator ensures all communications are accessible and aligned with evolving best practices and legislative requirements

## **What You'll Do**

In this role, you will be responsible for:

### **1. Content Creation and Digital Management**

- Develop and produce communication materials (newsletters, resources, signage)
- Create engaging digital content optimized for multiple platforms (social media, app, video, e-newsletters)
- Oversee website and app updates ensuring their accessibility, functionality, and compliance

### **2. Community Engagement and Outreach**

- Address public inquiries and manage municipal waste collection calendars for each municipality in the County and assist with City calendars too
- Partner with municipalities, schools, and environmental groups for public education campaigns
- Organize and execute outreach initiatives, including but not limited to Earth Day and Waste Reduction Week
- Launch a new regional Green Bin Program initiative for over 164,000 households in the Essex-Windsor region

### **3. Event Coordination and Promotions**

- Plan and execute events (Open Houses, Earth Day YQG Green Expo, etc.)
- Coordinate advertising and promotional campaigns across various media channels
- Engage with stakeholders to enhance event reach and community impact

### **4. Strategic Planning and Data Analysis**

- Design and update EWSWA's Communication Strategy Plan

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- Track and analyze digital and campaign performance using analytics tools
- Manage budgets, secure grants, and allocate resources effectively

**5. Professional Development and Industry Trends**

- Attend workshops and conferences to stay current with communication strategies and environmental trends
- Provide data-driven insights and recommendations to improve communication initiatives

**6. Other Duties as Assigned**

- Support additional departmental projects and initiatives as required

**What You Bring**

**Education and Commitment to Growth:**

- A three-year advanced diploma in Communications, Advertising, Graphic Design, Web Development, or a related field.

**Experience and Expertise:**

- Minimum of 1-year experience in communications, digital media, public relations, or graphic design field. Relevant internships, co-op placements, or volunteer experience will be considered.
- Experience working in a municipal or government setting is considered an asset

**Skills and Abilities:**

- Proficiency in Adobe Creative Cloud (Illustrator, InDesign, Photoshop) and Microsoft Office Suite.
- Strong digital content management, website development, and social media skills.
- Exceptional written and verbal communication abilities.
- Knowledge of accessibility standards (AODA, WCAG) is an asset

**Other Requirements:**

- Must possess and maintain a valid Class "G" Ontario driver's license and have access to a personal vehicle for work-related travel within Windsor and/or the County of Essex
- Must provide a Ministry of Transportation Driver Abstract (Uncertified)
- Must provide a Police Information Check (PIC) document
- Availability to work weekends and afternoon/night shifts as required

## **What We Are Offering**

As a CUPE 2974.1 position, this role is on Band 11 with a starting hourly rate of \$35.71 (effective April 1, 2025), and that is just the beginning. The benefit package is second to none, and the defined benefit plan of the Ontario Municipal Employees Retirement System (O.M.E.R.S) is a pension system sought by many.

## **The Application Journey**

Your journey starts here. Submit your application online at the [Career Opportunities](#) section of our website at [www.countyofessex.ca](http://www.countyofessex.ca) by April 6, 2025. If selected, you will be contacted by our HR team to participate in our hiring process.

We believe in a thoughtful and transparent hiring process designed to identify the best candidate for the role while allowing you to learn about us. Here's what you can expect:

### **1. Application Submission**

Interested applicants must submit their resume and cover letter through our online application portal at [www.countyofessex.ca](http://www.countyofessex.ca) by April 6, 2025.

### **2. Initial Screening**

Our hiring team will review applications to shortlist candidates whose skills, qualifications, and experience closely match the role's requirements.

### **3. Phone Interview**

Shortlisted candidates will participate in a 15-minute phone interview to discuss their background, interest in the role, and alignment with our organizational culture.

### **4. Comprehensive Interview Panel**

Selected candidates will participate in a structured interview with representatives from the EWSWA and HR.

## **5. Offer and Onboarding**

If selected, you'll receive a formal offer outlining the terms of employment. Upon acceptance, our onboarding team will work with you to ensure a smooth transition, including introductions to your team, access to tools and systems, and a comprehensive overview of your first 90 days.

The EWSWA embraces diversity and inclusion in our workforce and workplace. EWSWA is committed to building inclusive teams and an equitable environment for people to be themselves. All qualified candidates are encouraged to apply as the EWSWA will accommodate needs under human rights legislation throughout all stages of the recruitment and selection process.

The County assists with the recruitment process and administers Human Resource functions on behalf of the EWSWA. Please notify the County of any accommodations through [hr@countyofessex.ca](mailto:hr@countyofessex.ca). Information received relating to accommodation will be addressed confidentially. This information can be made available in alternate formats upon request.

Personal information is collected in accordance with the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of this employment opportunity only.