

2020-2022

CORPORATE COMMUNICATIONS Department Business Plan

Overview

Corporate Communications is the voice of the organization, collaborating with all departments to keep citizens in the know about City programs, services, issues and events. The department leads all internal and external communications, including newsletters, marketing materials, social media platforms, the internal and external websites, advertising and media relations. By monitoring and addressing emerging issues, Corporate Communications supports open and transparent government and ensures citizens and stakeholders receive the relevant and timely information they need.



CITY OF
FORT SASKATCHEWAN

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Program	Description
Communications Planning and Consulting	Long range planning for major projects or initiatives that will have a major impact on residents or could greatly impact tax revenue for the organization. Working with department representatives we develop strategies and plans for sharing information that will inform, educate, encourage or entice the intended audience to interact with the City in a way that creates benefit for both.
Stakeholder Relations	Prepare information booths or community engagement activities to interact with the public at community events such as Canada Day, Legacy Park Family Festival or the annual Trade Show and Sale. Information on City services and programs can be shared in a more informal, friendly way. Participate in regional initiatives such as Life in the Heartland communications team and the Northeast Region Community Awareness Emergency Response (NRCAER) Public Information Team to work collaboratively to share information with regional stakeholders.
Communication Services	Manage and maintain the City's website and employee intranet site to ensure they are working as expected and that all information is current and accurate. Manage the City's social media accounts to engage residents and a wider audience with information, news and stories about Fort Saskatchewan. Prepare and issue news releases to local or regional media, follow up on requests from media for information or interviews, plan news conferences when required and provide media monitoring services by sending relevant media stories and social media posts. Produce an online employee newsletter to ensure that staff are kept well informed and engaged in their workplace.
Production and Creative Services	Manage the design and printing of printed materials (e.g. Leisure Guide) for the purpose of marketing products or services or informing the community of important programs or initiatives that impact them. Creative services includes writing, photography, and graphic design for the purpose of marketing and communications efforts.
Advertising and Marketing	Coordinate the preparation of messages and graphics to be shared through several different applications such as, but not limited to, newspapers, websites, brochures, television, etc. for the purpose of creating awareness, informing the public or generating revenue for City programs, services and events.

My Fort: Engaged People, Thriving Community

OUR COMMUNITY VISION

We are a welcoming, compassionate City.

We are a friendly, multi-generational community and there is a strong sense of pride and ownership in what we have accomplished together.

As a community, we are stewards of the environment and are committed to using our resources wisely.

We have a deeply rooted respect for our place and celebrate the river valley.

The Fort is a leader in sustainable eco-industrial development with a flourishing local economy.

We support every aspect of life in Fort Saskatchewan from local business to social services.

We know our history, and have a dynamic vision for our future.

Arts, recreation and culture thrive.

Downtown is the heart of the community; it is a vibrant destination for business or play and an attractive place to live.

Fort Saskatchewan is home with a small-town feeling at heart and where a strong sense of community thrives.

OUR MISSION

Working together to create a sustainable and thriving community through exemplary leadership and management.

OUR CORE VALUES

Our commitment to each other and to our citizens

LEADERSHIP – Take ownership in achieving results

INNOVATION – Embrace new ways of doing things

SERVICE EXCELLENCE – Deliver “WOW” service to our community

FUN – Enjoy what we do and bring passion to our work

OUR GUIDING PRINCIPLES

Just as our values are reflected in everything we do, our decisions and actions are aligned with the following guiding principles.

CONTINUOUS IMPROVEMENT	We constantly look for ways to improve our services, refining our daily practices, keeping the leading edge in sight and being open to change.
COLLABORATION	We work collaboratively with our colleagues, residents, partners, regional neighbours, and stakeholders.
STRATEGIC THINKING	We use a strategic and forward thinking mindset and consider the impact of decisions on others.
STEWARDSHIP	We are good stewards, accountable for our community's resources, managing costs and investing for the future.

Department Goals and Initiatives

Legend

	Project or phase complete
	In progress, upcoming

Goal 1: Department communications align with the Strategic Plan and resources and budgets are identified.

Linkages: Positioned for Growth

- Facilitate greater understanding with Council and the general public on how our City can grow and how our neighbourhoods can be designed

Excellence in Government

- Enhance public engagement and communication where public is encourage to be involved

A Vibrant and Thriving Community

- Build community awareness of social issue to facilitate social inclusion and social support networks. Promote awareness and involvement in community and cultural events that help create a sense of place for our City and enhance community interactions and connectedness

Initiatives:

		Timeframe		
		2020	2021	2022
1.1	Department planning meetings			
1.2	Annual strategic communication plans			
1.3	Key messages and annual calendar provide a road map for communications efforts			

Goal 2: Residents (current and future) gain an understanding about the municipality through compelling storytelling about our programs, services and life in the community.

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A Vibrant and Thriving Community

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Initiatives:		Timeframe		
		2020	2021	2022
2.1	Post blogs on fortsask.ca			
2.2	Increase subscriptions to e-newsletter on fortsask.ca			
2.3	Create editorial schedule and resources from departments to submit stories			
2.4	Train staff for photos, videos suitable for posting			

Goal 3: City of Fort Saskatchewan residents and City staff are well-informed through reliable and engaging communications including, social media posts, blog stories and excellent internal communications.

Linkages: Corporate Communications Policy – to provide for effective planning, design and implementation of corporate and department communications and marketing programs that contribute to a stronger positive civic image and successful delivery of the Council’s strategic priorities.

Initiatives:		Timeframe		
		2020	2021	2022
3.1	Hire a digital media specialist			
3.2	Create annual social media strategies			

Goal 4: Refresh the City of Fort Saskatchewan corporate branding for letterhead, business cards, marketing materials and presentations to remove the current gotta love it tag line and swoosh introduced in 2012.

Linkages: A Vibrant and Thriving Community

Initiatives:		Timeframe		
		2020	2021	2022
4.1	Hire a marketing consultant / agency			
4.2	Council engagement			
4.3	Launch new branding			

Goal 5: Support the professional and personal development needs of department staff to enhance cross-discipline training for a versatile team.

Linkages: Positioned for Growth and Excellence in Government

Initiatives:		Timeframe		
		2020	2021	2022
5.1	Incident Command System / Emergency Management Training			
5.2	Social Media Certification			
5.3	Communications and Marketing Workshops / Conferences .			

5.4	Support International Association of Business Communicators (IABC) Certification			
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