

How to...

request communications support

Our role

Who they are

- Communications experts that focus support on strategic projects for the Town helping to drive meaningful results aligned with organizational goals
- Subject matter experts in communications
- Developers of internal and external corporate communications campaigns

Who they are not

- Subject matter experts in other areas of responsibility
- Replacements/stop gaps for proper planning, project management or roles that do not exist within the organization
- Facilitators of last-minute requests
- Colleagues here to add a superficial touch or to "just make it look good"

Our team

We are a small but mighty team with a range of skills and expertise. We are each equipped to provide strategic advice and deliver high-quality support. Here is where each role focuses:

Communications Manager

Leads the team and provides strategic guidance on communications planning, issues management and high-profile projects, ensuring alignment with corporate priorities.

Communications Specialist

Crafts communications plans, develops engaging content and offers strategic advice on media relations, public messaging and campaign execution. Manages corporate social media and supports storytelling initiatives.

Graphic Designer

Creates visually compelling, AODA compliant materials for digital and print. Provides strategic design input to align with the Town's brand and supports campaigns with innovative creative solutions.

We work best when...

involved early to provide strategic guidance and input, manage capacity and timelines connected to our role and ensure high-quality, meaningful results.

Support timeline

Communications needs time to do their best work!

Requests from committees, boards and task forces = 8 weeks

This is the time required once intake is complete and all necessary content from committees of council, boards and task forces is received

Common requests received

- Campaigns or public education (budget may be required)
- Event promotion (not planning or logistics)
- Printing of promotional materials (budget may be required)

Promotional tools available

- Media releases, media pitches or public notices
- Orangeville Citizen Town Page advertisement
- Radio advertising through FM 101
- Digital signage at Town-owned recreation facilities
- Social media
- Website updates

NOTE Graphic design services will be available for the promotional tools listed above

Assistance with outsourcing

- Communications can provide vendor suggestions for promotional or graphic design needs beyond the scope identified above.

NOTE Costs associated with outside vendors are funded through the board, committee, or task force budgets

How to submit a request

A new intake form

- Clerks and Communications partnered together to develop a new intake form for committees, boards and task forces to use to request communications support
- All details of your campaign, program or event, including draft content must be included in the intake form **8 weeks in advance** of the desired launch date

The form is available through your committee, task force or board secretary

For more information...

Reach out to your committee, board or task force secretary or staff liaison