



Town of Maple Creek Job Description

Job Title	Director of Community Services
Reports To	Chief Administrative Officer
Job Status	Out-of-Scope

Position Overview

Reporting to the Chief Administrative Officer, the Director of Community Services is responsible for effectively coordinating public use of town leisure facilities, recreational programs, community/cultural programs in liaison with community groups/organizations, coordination and delivery of community events, land development services, cemetery services, municipal grant writing services, public relations and general municipal communication services.

Key Accountabilities and Duties

Department Oversight and Operation

- Develops, implements, and manages the department's annual budget, ensuring alignment with long-term financial goals and strategies.
- Provides strategic advice on budgetary matters and oversee the department's budget and ensure the efficient use of financial resources.
- Monitors staff performance and manages workflow to ensure high-quality and timely delivery of services.
- Liaises as required with other Town departments and assists overall organizational service delivery as able.
- Plans, implements, and monitors community development initiatives, programs and events.
- Supports the Town's Emergency Management Program by maintaining current ICS (Incident Command System) training and by fulfilling assigned roles during emergency activations, exercises and recovery efforts.

Community Programming Services

- Plans, organizes, and executes local events, including festivals and fundraisers.
- Coordinates logistics (venues, catering, audio-visual), manages volunteers and budgets, promotes events through social media, and maintains community relationships to enhance engagement.
- Builds and maintains relationships with local partners, sponsors and stakeholders to foster community involvement.
- Develops promotional materials and uses social media to drive attendance for community initiatives.
- Monitors budgets, process invoices, and prepares reports on event performance.
- Recruits, trains, and supervises volunteers or support staff.
- Develops, plans, coordinates, and delivers a diverse range of recreation, sport, fitness programs and special events based on community needs.
- Coordinates the scheduling and rentals of municipal facilities such as the Armouries, sports fields and other related facilities.



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- Prepares and monitors operating and capital budgets, manages expenditures, orders supplies and equipment and handles administrative duties such as record-keeping and reporting.
- Identifies, coordinates, and recommends policies and procedures related to program and facility operations, ensuring adherence to safety rules and regulations.

Land Development Services

- Reviews and processes applications for various permits, including development permits, building permits, demolition/moving permits and business licenses and liaises as required with the Town's appointed Building Officials.
- Administers and enforces the Town's Zoning Bylaw, Official Community Plan and other relevant provincial legislation. This includes investigating non-compliant or unauthorized developments and issuing orders when necessary.
- Provides information and guidance on planning and development processes to landowners, developers, the general public and Council. This often involves attending Council meetings and public hearings.
- Prepares reports, recommendations, and presentations on planning applications (e.g., rezoning, conditional uses, variances) for Council consideration.
- Maintains accurate records, files and databases related to planning activities and enforcement.
- Advises Council and the public on urban planning related matters.
- Plays a key role in ensuring that land development initiatives align with local regulations and the Town's Official Community Plan.

Cemetery Services

- Meets with families to guide them through interment rights, memorial options and pre-planning while offering compassionate assistance.
- Maintains accurate cemetery maps, digital records, plot sales databases and legal documents such as interment orders and certificates.
- Books interments, cremations and disinterments.
- Ensures all operations adhere to local bylaws, provincial regulations and, if necessary, health standards.
- Acts as a liaison between families, funeral directors and applicable maintenance personnel or contractors.

Grant Writing Services

- Finds potential grants from foundations, government or corporations that fit the organization's mission and projects.
- Crafts compelling narratives, project descriptions, budgets and supporting documents ensuring they meet complex funder guidelines.
- Liaises with program staff, financial officers and funders to gather information and answer questions.
- Manages timelines, deadlines and the entire application process from start to finish.
- Handles post-award reporting to document the grant's impact and ensure compliance.

Public Relations

- Writes and edits various materials such as website content, social media posts, newsletters, brochures and annual reports to effectively communicate key messages.



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- Develops and recommends PR and communication programs to build and maintain a positive public image, manage the municipality's reputation and foster community relations.
- Monitors public and media opinion through surveys and social media to identify concerns and related conflicts.
- Ensures an adequate and varied supply of Town oriented promotional items is available.
- Serves as the point person for the release of Voyent Alert, Sask Alert and related emergency public notices.

Internal Municipal Communications Services

- Develops and recommends communications strategies and plans aligned with municipal priorities and ensures consistent messaging across all departments.
- Drafts news releases as directed.
- Prepares the content for diverse platforms, including the municipal website (using content management systems), social media channels, newsletters, brochures, reports and advertisements (print, radio, digital).
- Executes approved public engagement strategies and events, builds relationships with community stakeholders, and ensures the public is informed about municipal initiatives, services and policies.

The duties listed are not intended to limit the scope of work assignments and should not be considered an exhaustive list of all duties typically performed under this job title. Other duties and responsibilities may be assigned to this role from time to time.

Qualifications

Experience and Education Requirements

- Valid and subsisting Class 5 Saskatchewan Driver's License.
- Post secondary education in Community Development, Urban Planning or a related field - Preferred
- 5+ years of experience in a relevant management role, preferably in the public sector
- Comprehensive understanding of municipal operations and regulations
- Strong knowledge of relevant municipal software applications

Knowledge, Skills, and Abilities

- Strong leadership and management abilities.
- Strong interpersonal skills for sensitive, empathetic interactions with grieving families.
- Strong analytical and organizational skills are essential along with the ability to interpret complex legislation and bylaws.
- Strong facilitation, and general interpersonal skills; ability to build relationships, solve problems and work with diverse groups.
- Exceptional written and verbal communication, strong research abilities, meticulous attention to detail and organization, understanding of the organization's mission and goals and ability to translate complex information into persuasive prose.
- Proficiency with digital communication platforms, social media management tools (e.g., Facebook, Instagram), website content management, graphic design tools (e.g., Adobe Creative Suite), emergency public notice platforms (e.g. Voyent Alert, Sask Alert) and video editing applications.



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The Person:

- Willingness to learn and understand how to create leverage in a team environment.
- A desire for professional development.
- A self-starter and quick study.
- An individual with demonstrated ability to be thorough; must follow up on tasks that require immediate attention.
- A positive attitude and personality.
- Patience: the ability to calmly and respectfully handle complaints or concerns, should any arise.
- A proactive manager who has the confidence and ability to deal with issues and people.
- A collaborative team player who strives for community involvement.
- A professional demeanor and the ability to work with all levels of an organization, both external and internal.
- An empathetic leader who can encourage staff to think positive.
- A drive to build and form relationships within the community and outside of the Town of Maple Creek.
- The ability to work under tight deadlines and digest diverse opinions.
- A professional with exceptional reading, writing and listening skills.
- A leader by nature who is a strong public face and who is comfortable in front of a crowd.
- A solid networker and collaborator who hold the ability to provide guidance and be an advocate for the Town of Maple Creek.

Competencies

Quality:

- **Strategic Vision:** Develops and executes high-quality marketing and development strategies that align with the municipality's long-term objectives, ensuring initiatives drive growth and community engagement.
- **Commitment to Excellence:** Demonstrates a consistent commitment to high-quality outcomes, ensuring that operational processes and services meet or exceed municipal standards.
- **Attention to Detail:** Ensures that all operational aspects, from infrastructure management to service delivery, are executed with precision and care.
- **Brand Management:** Maintains consistent and high standards for the municipality's brand identity, ensuring that all marketing materials, campaigns and outreach efforts accurately represent the municipality's values and goals.
- **Innovative Thinking:** Demonstrates the ability to bring creative, innovative approaches to both development and marketing, identifying new opportunities for engagement, partnerships and revenue generation.
- **Quality Improvement:** Continuously seek ways to improve service delivery and operational efficiency by analyzing performance metrics and implementing best practices.



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Service:

- **Resident-Focused Approach:** Prioritizes the needs of the community, ensuring that services are responsive, accessible and designed to meet resident expectations.
- **Stakeholder Collaboration:** Works effectively with external partners, vendors and community stakeholders to foster a cooperative environment for service delivery.
- **Community-Focus:** Ensures that development and marketing initiatives prioritize the needs and interests of the community, fostering stronger relationships with residents, businesses and stakeholders.
- **Partnership Building:** Builds and maintains strong relationships with donors, sponsors, and business partners, focusing on long-term collaborations that benefit both the municipality and external stakeholders.
- **Customer Relationship Management (CRM):** Implements and manages effective CRM systems to track donor and sponsor engagement, ensuring responsive and personalized communication that strengthens relationships.
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Communication:

- **Persuasive Communications:** Excels in crafting compelling messages that engage target audiences, including residents, donors, businesses, and community leaders, effectively promoting municipal initiatives, events and development opportunities.
- **Collaborative Leadership:** Works closely with other municipal departments, as well as external partners, to create cohesive development and marketing strategies that reflect the overall goals of the municipality.
- **Public Relations:** Represents the municipality in external communications with professionalism, promoting its initiatives at events, public meetings and with the media to enhance visibility and public support
- **Clear and Transparent Communication:** Provides clear direction to operational teams, ensuring that expectations and responsibilities are well understood.
- **Public Relations and Reporting:** Communicates effectively with the public, elected officials and senior leadership regarding operational updates and service delivery.
- **Conflict Resolution:** Demonstrates strong interpersonal skills, resolving conflicts and issues that arise during the execution of operational duties

Efficiency:

- **Goal-Oriented:** Establishes clear development and marketing goals, monitors progress and ensures that campaigns and programs meet or exceed established targets while staying within budget.
- **Resource Optimization:** Manages marketing and development resources, such as budgets, staff, and tools, efficiently to ensure maximum impact with minimal waste.
- **Data-Drive Decisions:** Leverages data and analytics to inform marketing strategies and development efforts, ensuring that decisions are evidence-based and result in measurable outcomes for the municipality
- **Operational Efficiency:** Implements strategies to optimize resource allocation, reduce waste and increase productivity across all operational departments.
- **Time Management:** Effectively manages time and resources to meet project deadlines and ensure smooth service delivery.



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- **Process Optimization:** Continuously assesses operational processes, identifying areas for improvement and streamlining workflows to reduce costs and enhance performance.

Working Environment

The Director of Community Services functions with a significant level of independent decision-making authority. This position requires the incumbent to operate with a high degree of independence on applications or work tasks which may be complex and sensitive in nature.

Political, human relations and economic pressures provide challenges that impact this position.

Features of work which create unusual demands, or which create physical and/or mental stress are:

- Issues faced in this position will be diverse, complex, politically sensitive and often of a time sensitive manner within an extremely busy environment.
- The position requires the incumbent to effectively balance competing and conflicting interests, project deadlines and work tasks in a fast-paced environment.
- Requires discretion and confidentiality in handling sensitive financial and personnel matters.
- Work outside traditional business hours to meet deadlines and attend meetings.
- Travel is required for business, professional development and stakeholder engagement.
- Safety commitment: Adhere to all aspects of the Town's Occupational Health and Safety Policy and Program, practicing safety in daily duties.

SIGNATURES:

I have read and understand this job description. The Chief Administrative Officer has informed me that this is a general description of the duties, responsibilities and qualifications for the position of Director of Community Services. This description will form the basis for my classification level within the Out-of-Scope Compensation Grid and will also form the basis for Compensation Grid advancement following my annual performance evaluation.

Employee Signature: _____

Chief Administrative Officer Signature: _____

Date: _____