

# Marketing & Communications Business Plan

## 2015-2018

### 1 VISION

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Our partners are succeeding in their communication and there is a clear understanding of the role and services provided by municipal government. There is a culture of engagement in our organization and in the community.

### 2 MISSION

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Marketing and Communications supports Council, the organization and the community in portraying a positive image of Grande Prairie. We identify key issues, deliver timely and accurate information across all platforms, foster communication and engagement processes and work with a variety of internal and external partners to promote the community.

### 3 OPERATING PHILOSOPHY

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We strive to be transparent, clear, accurate and proactive in our communications. We encourage residents to take an active role in their community.

### 4 KEY SERVICES

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- Provides a point of contact and consultation services for administration and Council; advising on media relations, citizen engagement activities, corporate advertising, promotional items, events management and internal communications
- Develops corporate communications strategy for the organization, including communication plans and key messages
- Ensures a positive City image through brand management
- Updates and monitors corporate social media channels in collaboration with Strategic Services
- Carries out corporate photography and image management
- Undertakes media and trend monitoring as well as general public enquiries and reception services
- Carries out public relations activities for Council, including the Canada Day and Santa Claus Parades
- Emergency communications as part of the Grande Prairie Regional Emergency Partnership

## 5 FOCUS AREAS

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### 5.1 OPTIMIZING EXISTING SERVICES

**Goal: Develop a communication culture by increasing the capacity of the organization to communicate in meaningful and strategic ways**

**Objective:** Ensure consistent, timely and accurate distribution of information to the public by working with all departments to meet their communication needs

**Action:** Partner with Strategic Services to work more collaboratively and proactively with all departments in their communication; define clear tasks and work flow processes that capitalize on our skills to more effectively manage communication

**Action:** Meet with Communicators Network quarterly to discuss corporate communication goals, objectives, projects and events

**Action:** Attend all Corporate Leadership Team meetings as well as Council and Committee Meetings

**Action:** Work with departments to establish communications plans and key messages as part of their planning processes for projects, events and new initiatives

**Action:** Launch Citizen Contact Centre

**Action:** Brand management and training as part of Communication Standards rollout

**Action:** Update Corporate Communication Plan annually

**Action:** Capitalize on professional development opportunities

**Action:** Promote our services to our internal clients

**Goal: Develop a greater understanding of the information and engagement needs of the community**

**Objective:** Foster more positive relationships through engagement, knowledge of municipal services and opportunities for two-way communication

**Action:** Promote the use of the International Association for Public Participation (IAP2) engagement spectrum to define the level of involvement that best suits the needs of our projects, initiatives and events

**Action:** Undertake bi-annual Citizen Satisfaction Survey and follow-up reporting

**Action:** Assist in hosting annual Municipal Government Day

**Action:** To foster strong relationships with the media to help meet the communication goals of the organization

**Action:** Create an inventory of Citizen Engagement activities

**Goal: Deliver exceptional customer service through the Citizen Contact Centre**

**Objective:** To focus our communication resources to provide a one stop shop for information, increasing public satisfaction regarding communication with the City.

**Action:** Staff the Citizen Contact Centre, developing a strong team of individuals from across the organization

**Action:** Provide training to new and existing staff who are transitioning into this role and educate the organization on the new practices

**Action:** Develop and implement an education and media campaign for the public

## 5.2 STRENGTHENING OUR CORE

**Goal: Residents are aware of and included in the plans to enhance the downtown into a place where people live, work and play.**

**Objective:** Support internal and external partners, including Council, Economic Development, Planning and Development and Downtown Association with marketing, public relations, engagement and key messages.

**Action:** Establish a communications plan and key messages for Strengthening Our Core activities

**Action:** Communicate events, initiatives and downtown enhancement projects through social media, the website and media relations to promote the downtown as an active, attractive and inclusive focal point for the community.

**Objective:** Help ensure the success of the Community Mobility project by working with internal and external partners to effectively communicate messages and engage with residents

**Action:** Establish a communications plan and key messages for Community Mobility

**Action:** Support all partners in engagement activities

## 5.3 EXPLORING NEW DIRECTIONS

**Goal: Explore innovative communication tactics**

**Objective:** Stay up-to-date with and seek out new trends to ensure the City's communication remains innovative and forward thinking

**Action:** Review other municipalities communication models for best practices, new trends and innovative ideas

**Action:** Use more video media releases on high-profile projects and initiatives

**Action:** Research social media trends and develop a corporate social media communications plan

**Action:** Implement media online monitoring and analytic tools

**Objective:** Develop a Communication Standards Policy and Communications Standards Manual to guide the organizations use of our visual identity

**Action:** Research Communication Policies used by other municipalities and institutions

**Action:** Implement a strategy that includes education opportunities for creating consistency in the use of the City brand and communication materials

**Objective:** Support Council and departments to meet their communication needs

**Action:** Undertake at least two Community Conversations per year

**Action:** Explore online engagement activities

**Action:** Work with Council and other partners to carry out a symposium for residents to discuss alternate governance models

**Action:** Move to Citizen Contact Centre model, centralizing phone inquiries under one roof

## 5.4 CAPITALIZING ON GROWTH

**Goal:** Grande Prairie residents feel that they receive the right amount of information from the City about how their taxes are being spent

**Objective:** Residents understand the budget process and how their tax dollars are being spent

**Action:** Work with Tax and Finance departments to communicate key messages using a variety of communication tools and implement Citizen Budget 2014