

Marketing & Communications Business Plan 2015-2018

1 VISION

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

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

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

- 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

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