

Position Description

Position Title: Communications Advisor
Department: Administration
Last Updated: December 2023
Classification: PT3

Summary

The Communications Advisor provides strategic writing services including developing and implementing communications plans. This position also provides advice to department managers on communications projects and proactively identifies opportunities to share good news stories and respond to and mitigate emerging issues, including responding to media enquiries.

Key Duties & Accountabilities

- Develops and implements communication that support various corporate initiatives, including Council's Strategic Plan and department plans
- Researches and provides strategic and tactical communication advice to senior management to support corporate and council priorities
- Provides strategic writing and editing services focused on corporate messaging including but not limited to preparing and updating a wide variety of written materials such as briefing notes, media releases, speeches, and official letters
- Liaises with external sources and partners, including School District 62 and Provincial ministries as required to collaborate on joint messaging
- Builds and maintains effective relationships with local and regional media
- Responds to media enquiries, schedules interviews, and prepares speaking notes and official statements for members of council and City spokespeople
- Supports the preparation of crisis communication plans as required and may act as the Information Officer in the Emergency Operations Centre
- Creates engaging content that supports the City's strategic priorities under the direction of the department manager for various communication channels
- Supports the Communications Advisor and Communications Assistant through mentorship and collaboration on the delivery of timely and effective communications
- Monitors and analyzes communication activities to assess their effectiveness and recommends improvements to the department manager for future initiatives
- Conducts ongoing market research of communication efforts by other Canadian local governments and professional communication best practices to make appropriate recommendations for adjustments to communication strategies, content, and processes
- Supports public engagement processes including in-person attendance at events which may be held in the evenings and/or weekends
- May be requested to work outside office hours, including in support of public engagement events and local emergencies
- Performs other related duties as required

Qualifications

- A post-secondary degree in communications, public relations, or a related field and five (5) years' experience in a communications role in a local government environment (or an equivalent combination)
- Related employment experience that includes public engagement, strategic and collaborative communications, media relations and issues management
- Communication Management Professional (CMP) or Certified Public Participation Professional (CP3) is considered an asset
- Superior level of technical writing and communications skills in English, both written and oral
- Strong critical thinking and problem-solving skills
- Sound knowledge of best practices for media engagement, management of significant issues and crisis and emergency communications strategies
- Sound ability to provide strategic and tactical communications advice and create and execute action plans for operational, emergency, and crisis communications services
- Ability to work under broad direction and use significant independent judgment to problem-solve
- Ability to identify opportunities to address emerging needs
- Ability to analyze, interpret and make recommendations on complex issues
- Strong time management skills, delivering work on-time, to a high quality
- Highly organized, detail orientated, self-starter with the ability to work well in a fluid environment
- Ability to adapt to changing priorities and multi-task in a fast-paced work environment and meet tight deadlines
- Strong interpersonal skills and the ability to effectively communicate with all levels of internal staff and external contacts
- Ability to use computers including the use of Microsoft Office suite
- Ability to maintain the strict confidentiality of information related to the function of the position
- This position requires a strong work ethic, flexible and creative mindset, and a passion for communications
- A commitment to continuous improvement and lifelong learning
- A sense of humour, with the ability to take your work seriously, but not yourself