



VISION:

A city that inspires

MISSION:

Working together to
enhance the quality of
life for all residents

VALUES:

Sustainability,
Inclusivity, Innovation,
Accountability,
Excellence, Bilingualism

MANAGER, STRATEGIC COMMUNICATIONS

Communications – Job # P1035

CLOSING DATE: NOON – JUNE 22, 2022

JOB SUMMARY:

This position is accountable for the development, implementation and evaluation of integrated, strategic communications plans and initiatives, that effectively support priorities and objectives, communicate change, raise awareness and generate understanding about City of Moncton priorities and initiatives. The incumbent is required to clearly understand and articulate the City of Moncton position on emerging issues and opportunities. This position also requires a solid grounding in new trends and in the delivery of all services including sensitive and critical communications such as emergency management and crisis communications. The incumbent will act as a corporate spokesperson on issues.

This position reports to the Director, Communications.

APPLYING FOR THIS POSITION:

The City of Moncton is an equal opportunity employer. Applicants must submit their application through an online system that can be found at www.moncton.ca/careers. We thank all applicants for their interest; however, only those invited for interviews will be contacted.

For more information, please contact the Human Resources Department at 506-877-7707 or visit www.moncton.ca/careers for information on the hiring and application process at the City of Moncton.

WORKING AT THE CITY OF MONCTON:

Moncton is a vibrant and culturally rich community. It is the first officially bilingual city in Canada, as well as one of the best places in Canada to do business. Moncton is also known as the economic, sports, tourism and entertainment hub of Atlantic Canada. City of Moncton employees strive to maintain the city's reputation as one of the best places in Canada to live, study, work and play.

This is a non-unionized position.

The City of Moncton offers an attractive salary and benefits package.

[City of Moncton Salary and Wage Scale](#)

EDUCATION:

- University degree in communications, public relations, journalism or a related field is required.

EXPERIENCE:

- Must have five (5) or more years of related management experience at a responsible level, ideally in a combination of both public and private sector; with a strong leadership and strategic communications background.
- Must have proven experience with strategic planning, messaging strategy, corporate communications, public relations, brand development, content development, writing, web and social media, project management, and presentation development.
- Must have proven experience to think strategically and use professional judgement to work through difficult situations as well as potential or real emerging issues.

LANGUAGE:

- Superior oral and written communications skills in both English and French.

KNOWLEDGE, SKILLS AND ABILITIES:

- Advanced communications and interpersonal skills.
- Knowledge of municipal government.
- Applied knowledge of communications principles, including but not limited to, public relations, public engagement, social media, crisis communications and general public affairs.
- High level of critical and logical thinking, analysis and/or reasoning to identify underlying principles, reasons or facts.
- Ability to anticipate and monitor issues and potential issues as well as seek ways to proactively manage them.
- Ability to emphasize strategic thinking and communications skills, as well as build effective working relationships and collaborative approaches.
- Good negotiating skills.
- Excellent judgement and high degree initiative.
- Strong organization and time management skills to prioritize and manage a high volume of detailed work with conflicting priorities in a fast-paced environment.
- Ability to help lead, manage and work with a high performing team, including freelancers to meet strategic goals and objectives.
- Good knowledge of technology and its value in delivering effective communication strategies.

- Ability to work under stressful conditions, short timeframes and changing priorities.
- High degree of initiative, judgment and discretion, as errors will result in embarrassment and/or financial cost to the Corporation.
- High level of tact and persuasion when dealing with persons inside and outside of the Corporation.
- Ability to exercise tact and diplomacy when representing the department or the corporation in discussion with a variety of contacts.
- Ability to read and understand the political / strategic environment.
- Ability to monitor issues and potential issues and seek ways to proactively manage them.
- Proficiency in Microsoft Office applications and Adobe, and other communications related tools.

OTHER:

- Must have a valid Class 5 driver's license.
- Due to the confidential nature of some of the functions associated with this position, a high degree of confidentiality is required.

CONTACT:

- Ability to make contact with various groups such as: employees and senior officials of the City Administration; Mayor and City Councillors; officials of external agencies, companies, organizations and associations; officials of other levels of governments, civic, provincial and federal; general public.
- The position also establishes, maintains and promotes co-operative and productive relationships with various groups, including General Managers, Directors all City staff and the general public; news media; other government departments and agencies.

SUPERVISION:

- Will be responsible for the direct supervision of some staff in the Communications Department.

CONDITIONS OF WORK:

- Ability to work long hours and outside normal working hours when need arises, be available on short notice in the case of an emergency and be able to cope with stressful conditions.