



EXTERNAL

September 28, 2023

Communications Strategist

(12-month term, with possibility of extension; 75 hours bi-weekly)

The City of Lethbridge serves a community of more than 100,000 residents and is committed to delivering services to earn the trust, respect, and confidence of our community. This position requires a strong writer and strategic communicator who can effectively inform the community, while fostering a culture of public service.

The City proudly acknowledges that we are located at the heart of Siksikaitsitapi (Blackfoot) Territory, home of Kainai, Piikani, Siksika and Amskapi Piikani (Montana, USA) First Nations. Lethbridge is also located within the Métis Nation of Alberta, Region III. The City of Lethbridge recognizes the diversity of our community and is working to ensure programs, services, facilities, and employment opportunities are inclusive to all people.

The Opportunity:

As part of a fast-paced communications and engagement team, you will plan and execute public and stakeholder communications activities to a variety of external audiences. You've got a keen eye for alignment and detail, understand the Corporate and Council strategic direction, and match communications priorities accordingly. You will have a broad understanding of current events in the community and can perform a wide range of strategic communication tasks including:

- Communications planning
- Media relations
- Social media management
- Issues management
- Crisis communications
- Digital and website management
- Reporting/measurement

But wait, here comes the fun part! You'll be part of a team of dynamic communication and engagement professionals who identify topics of interest to the community and help to tell the story of the City. You'll identify emerging issues and prepare proactive messaging that's creative and engaging for our audiences. Some of the more right-brain parts of the position include developing promotional campaigns and working with the team's Creative Services Specialist to produce videos, create and execute engaging social media and website content, print collateral, and much more!

Your Experience and Skillset:

Do you have a diploma/degree in Public Relations or Communications and a minimum of three years' experience? Involvement within municipal government or another public service entity would be an asset. Our new team

member needs to know all about good communications planning and the innovative tools, tactics, and techniques that make for successful public communication. Here are some of the other fun skills we're looking for:

- Do you love finding the perfect gif for social media?
- Are you a news junkie with your finger on the pulse of the community?
- Do you know there's more to creating beautiful graphics than just having a Canva account?

These are all skills that will help you shine brightly and join a fantastic team of people at the City of Lethbridge. You should be an excellent communicator (*of course, right?*), and possess a natural and rapid ability to compose readable and factual material, solving complex communication issues at the drop of a hat. Working in a collaborative and supportive team setting, you should bring your awesome attitude to work every day and be able to work hard and be flexible. This position will be privy to confidential and sensitive information so please be sure to bring your diplomacy and tact.

The City of Lethbridge offers an attractive salary starting at \$79,638.00, and a flexible benefits package.

For further information on this term employment opportunity, please contact:

Meagan Williams, Communications & Engagement Team Lead at 403-359-6532, or by email at meagan.williams@lethbridge.ca

Qualified candidates are invited to submit their resume, with cover letter, through our online application portal at: www.lethbridge.ca/careers

Closing date: Friday, October 20, 2023, at 11:59 p.m.

All candidates are thanked in advance for their interest. Only individuals selected for interviews will be contacted.

Civic Admin Association