



Communications Coordinator – Full-Time Permanent

Are you passionate about PR, have a creative spirit and believe you can help us drive the City of Summerside's communications to the next level, please send us your resume and a covering letter outlining why you should be our new Communications Coordinator!

The City of Summerside is seeking a highly motivated individual to join the City's Communications Team. Reporting to the Deputy Chief Administrative Officer, and working closely with the Manager of Event Development, Communications and Marketing, the **Communications Coordinator** is responsible for supporting the development, planning, coordinating and delivery of external communication functions for the City of Summerside. Creating a culture of multi-faceted and dynamic communication, the Communications Coordinator works closely with all City Departments, the Leadership team to deliver public awareness and educational campaigns, City advertising, media relations, community engagement and digital and online communications, all with an emphasis on showcasing Summerside's rich history and a focus on growing the City's Brand Identity.

Primary Duties:

- Plans, develops and implements innovative communication strategies, activities and content to increase public awareness regarding City initiatives, services, programs, projects and public engagement events using various mediums (website, social media, print materials, etc.);
- Creates and disseminates information and promotional material internally and externally;
- Manages the City's website and social media accounts and updates content;
- Acts as consultant to and supports the communication needs of department staff and influences clear and effective internal employee communications to support the City's employee engagement efforts;
- Creates external media content, including press releases, advisories, advertisements and notices;
- Supports the Manager in liaising with media, including coordinating media responses, fact sheets, briefing notes and directing inquiries to appropriate individuals and organizing interviews;
- Cultivates an enhanced image of the City, in partnership with other stakeholders e.g. Downtown Summerside Inc., Explore Summerside;
- Works with Departments and/or other Communications team members in developing key messages, identifying opportunities for proactive media coverage for programs, services, special events, projects and accomplishments;
- Establishes and promotes communication policies and standards e.g. media protocols, visual identity and social media standards;
- Leads the planning for and assists with the delivery of City public relations events;

- Monitors internal and external communications to ensure appropriate strategic focus, consistent messaging, branding and outreach, and proactively identifies potential risk to the City's reputation;
- Monitors and analyzes the impact of campaigns and seeks opportunities for process improvement and optimization and stays up to date on industry trends to ensure all strategies and practices are current;
- Other related duties as required.

Minimum Qualifications:

- Must have a university degree in Communications, Public Relations, Marketing, or a related field;
- 2-3 years of experience in a similar communications role, within a complex organization, preferably in the public sector;
- Significant experience with media relations and social marketing;
- Excellent writing, verbal, and presentation skills;
- Advanced analytical skills, the ability to think critically and to provide strategic advice.
- Advanced knowledge of public relations, strategic communications planning, and research techniques and processes;
- Exceptional time management and organizational skills, with the ability to work well under pressure, complete multiple assignments and function effectively in a high volume workplace with tight deadlines;
- Excellent planning and coordination skills and attention to detail, with the ability to deliver products, events, and programs within allocated resources;
- Proven ability to exercise discretion, good judgement, diplomacy and confidentiality;
- Must have strong interpersonal and collaborative skills and be able to work both independently and in a team environment;
- Demonstrated proficiency in the use of online technologies, including multi-media, social media and media monitoring tools, to support media and public relations activities;
- Familiarity with public engagement strategies, techniques and approaches;
- Familiarity with multimedia communications tools e.g. video, audio, slides, desktop publishing, photography, graphic design and print production techniques and processes;
- Familiarity with information systems, website and online communications technologies, including multi-media, social media, and content management systems;
- Proficiency with Microsoft Office, Sharepoint, Adobe;
- Must possess a valid Driver's License and access to a vehicle.
- Ability to work flexible hours to support City sponsored events.
- Bilingualism is an asset;

Annual Salary Range: \$70,943 – \$76,997

Hours: 40 hours per week

Applicants are invited to email a confidential resume by **12 pm, MONDAY, MAY 27, 2024**, to Human Resources jobs@summerside.ca

Please note, only those applicants being interviewed will be contacted.