



Communications Specialist

Position Summary

Utilizing new and existing communications strategies and tools, this position will assist with shaping the creation and implementation of strategic communications for internal and external audiences of the City of Martensville. The position will engage and inform and gather information through interconnections with stakeholders that will assist in decision and policy making at senior levels including administration and council.

The Opportunity

With opportunities for growth and advancement, the City of Martensville is looking for a professional and engaging individual to join our outstanding team as a Communications Specialist.

The position will work closely with all City Departments and will report to the Community Economic Development Manager.

Based on an average of 22.5-hours per week, salary for the position will be in the range of \$40,000-\$47,800 per year based on qualifications and experience. The City of Martensville also offers a Group Benefits Plan, membership in the Municipal Employees Pension Plan, a Health Spending Account and Cell Phone Allowance for this position.

The nature of the position would be on-site work with some ability to work remotely. It is expected to have limited travel. The candidate should have the flexibility to participate in events or programs that may fall out of standard work hours.

Duties and Responsibilities

- Work closely with City departments and stakeholders to identify, develop and execute a municipal communication plan.
- Assist in professionally managing the City of Martensville's brand.
- Plan and facilitate in-person or online engagement events, working with relevant departments and implementing best practices to provide positive engagement experiences, gather information, and inform target audiences.
- Assist the city with stakeholder and public events. This may require leading or participating in event planning, providing organizational and logistical support and coordinating with guests, stakeholders, media and additional levels of government.
- Promote awareness of programs, services and events offered by the City of Martensville through the creation, development and refinement of communication campaigns, strategies, and initiatives.



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- Update and monitor the City's website and social media channels. Prepare and refine content on these mediums while collaborating with City departments.
 - Support initiatives for the marketing of the City of Martinsville and its programs.
 - Develop content for the city that may include but is not limited to news releases, web content, social media posts, backgrounders, speaking notes, FAQ documents and general messaging.

Qualifications

University or technical school degree in Communications, Public Relations, Community Engagement, or other relevant discipline.

- Experience and/or training in IAP2 community engagement techniques is preferred.
- Two years minimum related experience in a corporate communications role, preferably with a municipal government, with specific experience in strategic corporate, communications, issues management and media relations.
- Knowledge of communications, engagement and marketing processes.
- Strong verbal and written communication skills, proficient with proofreading, grammar and editing.
- Strong knowledge of website development and management, social media, print and design and use of graphic design tools.

Demands and Abilities

- Understanding of the role of local government, the context in which a city operates and the roles of Council, management, and staff.
- Self-motivated with the ability to establish and maintain cooperative and constructive relationships at all levels of the organization and external agencies.
- Ability to work and thrive under deadlines, in potentially fast-paced scenarios.
- Sound judgment, ability to keep confidential information on sensitive matters and deal tactfully and effectively across the organization and the public.
- Ability to uphold by organizational policies and procedures including but not limited to confidentiality, social media, purchasing and safety
- High degree of professionalism and integrity.
- Strong Customer service focus.



Application Submission

Candidates are encouraged to submit a Cover letter, Resume, and one brief writing sample (approximately 300 words maximum) such as a news release, speech, web content, public service advisory, FAQ document, media backgrounder or another form of relevant material. The sample should demonstrate quality and creativity.

The writing sample may be attached with your resume or submitted as a separate document.

Applications can be submitted via the City of Martensville Employment Page:

<https://www.martensville.ca/pages/employment2.html>

Application Deadline: July 25, 2024