

Why work for the Town of Canmore? For starters, you can take great pride in our collaborative organization, its positive work culture and our amazing group of talented people who genuinely care about our community and accomplish outstanding work each and every day for its citizens. Our team is composed of many compassionate professionals who value giving back to the community and are guided by the organization's core values of *Wellness, Respect, Integrity, Service, and Teamwork*. As a municipal government organization, the Town of Canmore exists to serve the community and visitors to Canmore. The organization is committed to supporting a triple bottom line sustainable future for all by promoting wellness and active living, being leaders in environmental stewardship, and ensuring the effective and efficient use of taxpayer dollars.

Position Overview:

Reporting to the Manager of Communications and working cooperatively with all departments, the Communications Advisor is responsible for leading the development and implementation of internal and external communications strategies that successfully promote the goals, objectives, and accomplishments of the Town of Canmore ("Town"), Council and Administration. This position works collaboratively with their portfolio of internal department clients to develop communication strategies, define and deliver the Town's online and social media presence, administers the Town written and graphic brand, and champions a diversity of critical public engagement activities.

The Communications Advisor is accountable for leading a diversity of creative and cohesive communication activities throughout the organization. The integrated nature of the position demands a high level of political acuity, combined with the ability to perceive, understand, and respond to the public perspective determining the most appropriate medium(s). Fulfilling these core duties requires strong writing and confident oral communication skills to turn complex technical and bureaucratic language into clear, meaningful, and informative messaging.

If you are looking for an opportunity to develop your creative and tactical communications skills with a challenging and rewarding portfolio, we have the right job for you!

This is the perfect career opportunity for an experienced communications professional with a collaborative work style and strong writing skills. You will have the opportunity to engage with diverse and talented professionals throughout the organization and community as you provide focused communications strategy and specialized support for the Town of Canmore's diverse internal departments.

Core Accountabilities:

- Communication strategies, media relations, marketing, and public education
- Delivers fully integrated support and advice to a portfolio of department clients

- Oversees the creation of advertising, marketing, and design activities for a portfolio of department clients
- Experienced in the development and implementation of a social media strategy
- Comfortably uses a variety of tactics to communicate information including website, social media, and traditional communication vehicles
- Assists in the development and execution of complex public engagement programs
- Positively interacts with media outlets, drafts media releases/key messages, pitches stories, responds to inquiries and monitors results
- Understands structure and culture of the municipal, regional, and provincial political environment for improved results in decision making and communication
- Anticipates the possible impacts of departmental communications and activities on the political environment
- Provides writing support such as drafting speeches, media releases, key messages, advertising
- Proficiently and creatively uses a diversity of computer operating systems, software, and applications such as Microsoft 365, website platforms, and various social media applications
- Actively participates in the Town's emergency response program
- Performs other duties and leads special projects as assigned

Education & Qualifications:

- Post-secondary degree in Communications, Public Relations, Journalism, Marketing and Design, or a related field – **required**
- Additional education, training, and/or experience with communications tools, such as web, social marketing, social media, print, broadcast, and others – **asset**

Experience:

- Minimum of 5 years direct experience in communications, public relations, or related fields – **required**
- Knowledge of local government or public sector practices – **asset**
- Experience in designing and implementing communication strategies, including leveraging a variety of social media platforms – **required**
- Experience working with and coaching diverse teams and other senior leaders – **required**
- Superior writing, design, and verbal communication skills in English – **required**
- Success in managing conflict – **required**
- Strong organizational habits and ability to meet deadlines, while adapting to changing demands and priorities – **required**
- Advanced computer proficiency with Microsoft 365 applications, website maintenance, and social media applications – **required**
- Superior customer service skills – **required**

Salary & Benefits:

- Pay Range- \$48.74 to \$51.45 per hour to start. Compensation will be calculated based on the successful candidate's related work experience and education
- **This is a Permanent Full-Time position (35 hours per week)**
- Competitive benefits package, & health spending account
- Generous RRSP matching plan
- **Possibility of another 3 Month FT Temporary position as well which comes with Temporary Benefits only.**
- Personal development & learning opportunities
- Positive work culture
- Work-Life Balance

Closing Date for Applications: This posting will remain open until 9:59 pm MDT on **March 9th, 2025.**

How to Apply: To apply, please combine your cover letter and resume into a single document (PDF or Word) and click on the "APPLY NOW" link below. To help us learn more about you, in your cover letter please clearly detail the following:

1. Why do you want to be a Communication Advisor for the Town of Canmore Communications Team?
2. What skills, experience, and (most importantly) attitude will you bring to enhance the team and enrich our community?