

Senior Communications Advisor

The County of Grande Prairie builds on its natural environment and the entrepreneurial spirit of its citizens to provide an unmatched quality of life and opportunity for all. We offer a collaborative and dynamic workplace where our values of Trustworthy, Transparent, Respectful, and Collaborative guide our conduct and contribute to a healthy culture.

Join our growing team in Grande Prairie, Alberta!

Creative, strategic and committed to excellence? If that's you, we want your resume! As a Senior Communications Advisor with the County of Grande Prairie, you'll work with employees, community members, stakeholders and elected officials to build and implement strategic communications plans using a variety of creative tools. As a Senior Communications Advisor on our team of eight communications and marketing professionals, you will have the chance to specialize in specific service areas. This means you can focus your expertise and make a significant impact in areas that align with your interests and strengths.

About the job:

The County's Communications & Marketing department works to protect and enhance the municipality's reputation, while advancing its strategic and operational policies, programs, services and initiatives. Our team coordinates and provides corporate communication services for the organization, including internal and external communications planning and implementation, media and stakeholder relations, issues management and crisis communication, marketing, brand management, and digital media. The department also provides communications support to County Council as part of the Corporate Services service area.

Under the direction of the Director of Communications and Marketing, this Senior Communications Advisor role provides strategic advice on complex and longer-term communications issues, projects, and initiatives. In other words, no two days are ever the same.

What You'll Get to Do:

- Develop, implement, and evaluate integrated strategic communications and public consultation plans that effectively support the corporate business plan.
- Anticipate and manage change, while generating an understanding of politically and organizationally sensitive initiatives.
- Produce tactics that effectively execute communications and public consultation plans.
- Develop messaging on complex corporate issues, including sensitive and confidential matters.
- Establish and analyze metrics using a variety of analytical tools to measure the effectiveness of the plans/products.
- Advise and make strategic communications recommendations to Senior Leadership and County Council when the organization is faced with real and potential issues.
- Participate in an integrated approach to crisis communications.

- Develop and maintain strong relationships with the media through proactive and reactive media relations.
- Coach staff and Council as spokespeople to communicate key messages and anticipate and respond to public concerns.
- Provide strategic consultation and advice to internal and external stakeholders.
- Manage multiple projects simultaneously.
- Provide expertise and advice to fellow Communications and Marketing staff on a daily basis.
- Build respectful and productive relationships inside and outside the organization.
- Display accountability by recommending and working within approved budgets, identifying issues and corresponding solutions, understanding client needs and reporting progress on outcomes.

Why Join Us?

Team Expansion and Growth: Expansion of the Communications and Marketing department brings new opportunities and possibilities. Being one of four Senior Advisors on the team, you'll have the opportunity to move into a business partnership model with specific specialization areas. You'll collaborate with the other members of the Senior Communications team and to make an impact to our organization.

Specialization Opportunities: As a Senior Communications Advisor on our team, you will have the chance to specialize in specific service areas. This means you can focus your expertise and make a significant impact in areas that align with your interests and strengths.

35-Hour Work Week with Overtime Benefits: We value your time and effort. With a 35-hour work week, you'll have more time for yourself and your passions. Plus, any additional hours worked beyond the regular schedule will be compensated with overtime paid out or banked at a 1.5x rate.

Middle of Everywhere: Discover the perfect blend of a small-town feel with big-city amenities. Located in northwestern Alberta, the County of Grande Prairie is a vibrant and rapidly growing economic region. Enjoy affordable housing, short commutes, and a wide range of cultural, recreational, business and educational opportunities. Explore the breathtaking landscapes, visit the renowned dinosaur bonebed and museum, and experience the friendly communities that make this area truly special.

Qualifications

You have a post-secondary degree or diploma in communications, public relations, or a related field, with a minimum of three to five years of experience in a communications role. You've worked in a fast-paced environment such as an agency or in a client facing role within an organization. An equivalent combination of education, training and experience may also be considered.

- Experience in a municipal government environment considered an asset.
- Membership with IABC or CPRS is considered an asset.

- Record of significant accomplishments in developing and managing effective, high impact communications plans that achieved desired outcomes is considered an asset.
- Knowledge of Canadian Press Style guidelines.
- Advanced ability to write and edit communications plans and materials targeted at different audiences (e.g., senior management, employees).
- Information Officer and Incident Command System certification is an asset.
- Public engagement strategy and tactics training.
- Demonstrated ability to develop and deliver professional presentations.
- Exceptional writing, spelling, proofreading and editing skills.
- Excellent organizational, research and problem-solving skills.
- Ability to prioritize and efficiently manage workload.
- Creative, critical and strategic thinking.

What We Offer: The County of Grande Prairie provides a competitive compensation package, including benefits, LAPP pension and vacation. We actively support professional development opportunities and foster an engaging work environment.

Work Schedule: We're offering a 35-hour work week with paid or banked overtime at a 1.5x rate.

Closing Date: April 17, 2025

Pay Rate: \$51.34 to \$60.40 per hour

Applicants with lesser experience and qualifications may be considered. Salary will be commensurate with experience.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.