



COMMUNITY AND MEDIA LIAISON PROTECTIVE SERVICES

NATURE OF WORK: The Community and Media Liaison will serve as the primary communications professional for Charlottetown Police Services, while providing communications support to the Charlottetown Fire Department and Charlottetown Emergency Management Organization. This role is integral to building and maintaining positive relationships with the community, media, internal stakeholders, and municipal partners. In addition to managing public relations, media inquiries, and crisis communications, the Community and Media Liaison will play a key role in enhancing internal communication practices while collaborating closely with the City's Communications Department.

This job description reflects the general details considered necessary to describe the principal functions of the job identified and shall not be construed as a detailed description of all the work requirements that may be inherent in such classification.

The confidentiality of City affairs shall be respected and practiced at all times.

ORGANIZATIONAL RELATIONSHIPS

- Reports directly to the Chief of Police.
- Develops and maintains working relationships with all members of Charlottetown Police Services (CPS), Charlottetown Fire Department (CFD), and Charlottetown Emergency Management Organization (EMO).
- Develops and maintains strong relationships with departmental managers, supervisors, and City employees.
- Develops and maintains positive relationships with officials from various external government departments, media outlets, service providers, and associated professional groups.
- Develops and maintains relationships with the Protective Services Committee and members of Council.
- Deals with the public with integrity and in a professional and courteous manner.
- As a committed member of the City of Charlottetown team, the Community and Media Liaison acts as a positive role model for all employees throughout the organization.

KEY RESPONSIBILITIES

- Develops and implements strategic communication plans for Charlottetown Police Services (CPS), Charlottetown Fire Department (CFD), and the Charlottetown Emergency Management Organization (EMO) to enhance public awareness and understanding of their

roles and services.

- Works collaboratively with the City of Charlottetown Communications Department to ensure alignment with corporate communication standards.
- Identifies communications opportunities for Protective Services leadership; assists in crafting consistent and effective messaging.
- Monitors and evaluates the effectiveness of communication strategies and recommend improvements.
- Drafts and distributes press releases, public service announcements, and various internal communications.
- Plans and executes media briefings, press conferences, and community engagement events.
- Collaborates with community groups and organizations to promote public safety initiatives.
- Coordinates messaging for multi-department campaigns and programs to ensure a unified voice.
- Prepares speeches, talking points, and presentations for the Chief of Police and other public safety leaders.
- Provides specific and sound advice to the Chief of Police, Fire Chief, and senior leaders within Protective Services, often with limited information and on a very short timeline. This advice must hold up to high levels of scrutiny by partners, media, and the public.
- Prepares sensitive presentations to a range of audiences with distinct needs and interests.
- Develops and manages internal communication strategies and tools to improve information sharing across Police Services, Fire Services, and EMO, while ensuring consistency with corporate communications.
- Provides support to leadership on effective communication practices, in conjunction with the City's Communications team.
- Maintains communication archives, including media coverage, press releases, and campaign materials, in accordance with appropriate records retention schedules.
- Administers various social media channels used by Police and Fire Services; analyzes activities for effectiveness and reach; and makes recommendations for improvements.
- Creates and manages multimedia content, including videos, graphics, and infographics, to support public safety campaigns, while ensuring compliance with corporate communications.
- Works closely with the Senior Communications Officer during emergencies, coordinating messaging across all protective services.
- Works closely with the Senior Communications Officer to develop and maintain crisis communication protocols, in collaboration with Police, Fire, and EMO leadership.
- Provides on-call support during emergencies to ensure accurate and timely information dissemination.
- Assists in the oversight of the Charlottetown Alert System and Mass Notification System, working closely with the Communications department, Dispatch, and the Fire department on the administration side of the system, as well as triaging and managing issues with the support team.

REQUIRED COMPETENCIES

- Extensive experience with website management platforms and content development.
- Advanced skills with Microsoft Office Suite (including Word, Excel, Publisher, PowerPoint, and Outlook).
- Advanced verbal and written communication skills and a high level of attention to detail, and the ability to engage others.
- Exceptional interpersonal skills paired with the demonstrated ability to build and maintain strong relationships with management, staff, and members of the public.
- Excellent understating of various social media platforms (using both a PC and mobile device) with additional skills to develop and execute targeted paid advertising campaigns through social media.
- Exceptional organizational and time management skills to meet frequent and aggressive deadlines.
- Excellent judgment and the ability to handle highly sensitive and confidential data and situations with tact, professionalism, and discretion.
- Excellent analytical and research skills paired with the ability to create and alter detailed reports as required.
- Ability to analyze complex and controversial issues, identify communications scenarios, anticipate responses, make recommendations and contingency options.
- Excellent presentation skills including editing, and experience in writing web-based materials.
- Sound understanding of the principles, processes and purposes of municipal government, protective services, and public safety operations and protocols, as well as issues affecting the City of Charlottetown.
- Knowledge of various communication strategies, media outlets and format requirements to effectively reach diverse audiences.
- A strategic, creative, thinker with the ability to work with detailed processes.
- Sound understanding of clear communications and how to foster clear communications in an organization and the ability to convert complex subject matter into easily understood concepts.
- Ability to work overtime on occasion to accommodate evening meetings and events.

REQUIRED QUALIFICATIONS

- Must have a Degree or Diploma from a college or university with major coursework in public relations, journalism, marketing, communications, or a related field.
- 3-5 years' experience in public relations, media relations and communications.
- Experience in event logistics and administrative/clerical work would be an asset.
- Experience in the municipal government would be considered an asset.
- Experience in social media management is an asset.

- Familiarity with audio-visual equipment and publishing software.
- Ability to communicate in French would be an asset.
- Must be legally entitled to work in Canada.
- An equivalent combination of education and experience may be considered.
- Ability to work effectively under pressure and meet tight deadlines, especially during crises.
- Valid driver's license.
- Successful completion of enhanced background check.

Salary: \$80,120.02 - \$94,260.03 annually as per the Management Non-Union Salary Grid.

How to Apply:

Please submit a cover letter and detailed resume by e-mail to jobs@charlottetown.ca. Your application must be clearly marked “**Application for Community and Media Liaison**” and submitted by **March 20, 2025, at 4:00 PM**.

Please ensure your application clearly demonstrates how you meet the noted qualifications as applications will be screened based on the information provided. We would like to thank all applicants for their interest; however, only those who are selected for an interview will be contacted.

The City of Charlottetown is committed to equity, diversity, inclusion, and reconciliation and believes in providing a positive working environment where every person feels empowered to contribute. The City encourages applications from underrepresented groups including all designated equity groups with the skills and knowledge to productively engage with diverse communities. If you require an accommodation in any part of the recruitment process, please direct your inquiries, in confidence, to jobs@charlottetown.ca or by calling 902-629-4160.