



Make working for
The City work for you.



Communications and Marketing Advisor

If you are committed to public service, enjoy collaborating with others, share our values and have a desire to learn and grow, join [The City of Calgary](#). City employees deliver the services, run the programs and operate the facilities which make a difference in our community. We support work-life balance, promote physical and psychological safety, and offer competitive wages, pensions, and [benefits](#). Together we make Calgary a great place to make a living, a great place to make a life.

The City is committed to fostering a respectful, inclusive and equitable workplace which is representative of the community we serve. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, inclusion, anti-racism and reconciliation. Applications are encouraged from members of groups that are historically disadvantaged and underrepresented. Accommodations are available during the hiring process, upon request.

As a Communications and Marketing Advisor, you are responsible for developing and executing communications/marketing plans, products and services in support of strategic plans. Primary duties include:

- Collaborate with colleagues to confirm project objectives, track timelines and budgets, provide project status and take action to ensure objectives are met.
- Develop and edit content for publication on a variety of mediums and channels (for example: digital, media and social media) as well as developing creative briefs.
- Create detailed and tactical marketing promotional plans for concepts identified in strategic plans such as identification of channels, analysis of strengths and weaknesses, working with media buying vendor and posting on certain channels.
- Gather data, analyze information such as customer surveys, social media reports, web measurement tools and post-campaign reports.
- Compare results to goals and performance metrics to identify issues or trends that may assist in improving reach, awareness and effectiveness of tactical plans.

Qualifications

- A completed 2-year diploma in Marketing, Communications, Public Relations, Journalism, or a related field and at least 6 years of experience in areas such as marketing, communications, writing, editing, or media relations; OR
- A degree in any of the disciplines listed above (or closely related field) and at least 4 years of related experience.
- Experience in one or more of the following areas is required: communications planning, project management/coordination, writing, editing, or web/digital communications.
- A designation from one of the following recognized professional communications or marketing association: Certified Marketing Management Professional, Accredited Business Communicator, Accreditation in Public Relations, Communications and Advertising Accredited Professional or Certified Campaign Planning Program would be considered an asset.
- Competencies required include critical thinking, customer service, organizational, time management and highly developed written communications skills, and the ability to work in a collaborative environment.

Pre-employment Requirements

- Successful applicants must provide proof of qualifications.

Workstyle

- This position may be eligible to work from home for at least part of the time as one of several flexible work options available to City employees. These arrangements depend on the operational requirements of the role, employee suitability, and are subject to change based on operational needs and corporate direction.

Union: CUPE Local 38
Position Type: 1 Permanent & 2 Temporary (up to 18 months)
Compensation: Pay Grade 11 \$44.76 – 59.84 per hour
Hours of work: Standard 35 hour work week
Audience: Internal/External

Business Unit: Customer Service & Communications
Location: Various
Days of Work: This position works a 5 day work week with 1 day off in a 3 week cycle.
Apply By: April 28, 2025
Job ID #: 311824

Apply online at www.calgary.ca/careers