



VISION:

A city that inspires

MISSION:

Working together to
enhance the quality of
life for all residents

VALUES:

Sustainability,
Inclusivity, Innovation,
Accountability,
Excellence,
Bilingualism

MANAGER, STRATEGIC COMMUNICATIONS

Communications – Job # P1336

CLOSING DATE: MAY 29, 2025

JOB SUMMARY:

This position reports to the Director, Communications

This position is accountable for the development, implementation, and evaluation of strategic communications plans and initiatives that communicate change, raise awareness, and generate understanding about City of Moncton priorities and initiatives. The incumbent is required to clearly understand and articulate the City of Moncton position on emerging issues and opportunities. This position also requires delivering sensitive and critical communications such as emergency management and crisis communications.

APPLYING FOR THIS POSITION:

The City of Moncton is an equal opportunity employer. Applicants must submit their application through an online system that can be found at www.moncton.ca/careers. We thank all applicants for their interest; however, only those invited for interviews will be contacted.

For more information, please contact the Human Resources Department at 506-877-7707 or visit www.moncton.ca/careers for information on the hiring and application process at the City of Moncton.

WORKING AT THE CITY OF MONCTON:

Moncton is a vibrant and culturally rich community. It is the first officially bilingual city in Canada, as well as one of the best places in Canada to do business. Moncton is also known as the economic, sports, tourism and entertainment hub of Atlantic Canada. City of Moncton employees strive to maintain the city's reputation as one of the best places in Canada to live, study, work and play.

This is a non-unionized position.

The City of Moncton offers an attractive salary and benefits package.

[City of Moncton Salary and Wage Scale](#)

EDUCATION:

- University degree in communications, public relations, journalism, or a related field is required.

EXPERIENCE:

- Five (5) or more years of related experience at a responsible level with a strong leadership and strategic communications background
- Proven experience with corporate communications, public engagement, public relations, issues management, media relations, acting as a corporate spokesperson, content development, writing, web and social media, project management, and presentation development.
- Proven experience in thinking strategically and using professional judgment to work through difficult situations as well as actual or emerging issues.
- Demonstrated experience in developing and implementing strategic communications projects and initiatives.
- International Association of Public Participation and Incident Command System certification would be considered assets.

LANGUAGE:

- Superior oral and written communications skills in both English and French

KNOWLEDGE, SKILLS AND ABILITIES:

- Plans, develop, and coordinates programs that support and advance the City of Moncton's program goals and objectives.
- Develop effective public relations and community outreach strategies.
- Conducts environmental scans to anticipate, identify, analyze, and provide recommendations on emerging issues and opportunities that require a proactive response from the City.
- Keeps the public informed and increases the level of public and citizen awareness of municipal priorities, activities, and decisions.
- Will, on occasion, act as a corporate spokesperson in both official languages.
- May act as an Information Officer (IO) when the Emergency Operations Centre is activated.
- Assists in enforcing communications standards and practices.
- Promotes positive customer service across the organization.
- Assists in supporting internal communications efforts, specifically related to issues and crisis management.

- Advanced communication and interpersonal skills.
- Knowledge of municipal government would be an asset.
- Ability to anticipate and monitor issues and potential issues as well as seek ways to proactively manage them.
- Ability to build effective working relationships and collaborative approaches.
- Good negotiating skills.
- Excellent judgment, strong work ethic, attention to detail, and high degree of initiative.
- Strong organization and time management skills to prioritize and manage a high volume of detailed work with conflicting priorities in a fast-paced environment.
- Ability to help lead, manage, mentor, and work with a high-performing team, including freelancers, to meet strategic goals and objectives.
- Ability to work under stressful conditions, short timeframes, and changing priorities.
- High degree of initiative, judgment, and discretion.
- High level of tact and persuasion when dealing with persons inside and outside of the Corporation.
- Ability to exercise tact and diplomacy when representing the department or the Corporation.
- Ability to read and understand the political/strategic environment.
- Proficiency in Microsoft Office applications and other communications-related tools and software.
- Knowledge of website content management systems and familiarity with a range of survey tools would be considered an asset.

OTHER:

- Must have a valid driver's license.

CONTACT:

- Ability to build relationships with various groups such as: employees and senior officials of the City Administration; Mayor and City Councillors; officials of external agencies, companies, organizations, and associations; media; officials of other levels of governments; and the general public.

SUPERVISION:

- Will be responsible for the direct supervision of some staff in the Communications Department.

CONDITIONS OF WORK:

- Ability to work long hours and outside normal working hours when need arises, to be available on short notice in the case of an emergency, and to work in stressful conditions.