

COMMUNICATIONS AND ENGAGEMENT ADVISOR

Competition #: JR-2025-125

Closing Date: July 20, 2025

Annual Salary: \$90,725.44 – 106,735.81

The City of Vernon is hiring a Communications and Engagement Advisor to lead the City's communication and public engagement efforts. We're looking for someone who brings both experience and strategic thinking to the role—someone who can plan ahead, respond to emerging issues, and communicate clearly with the public, media, and staff.

In this role, you'll help develop communications plans, write and edit content for different platforms, support public engagement, and assist during emergencies. You'll also provide backup for the Manager of Communications when needed. If you're a skilled communicator who can think strategically and work collaboratively, we want to hear from you.

About the Position:

Reporting to the Manager, Communications and Community Engagement, the successful candidate will be responsible for developing, implementing and evaluating a wide range of internal and external communications strategies, advertising, and public and media relations programs. The position ensures that all communication efforts align with the City's strategic direction, brand standards and public engagement best practices.

Responsibilities:

- Develop and implement strategic communications and public engagement plans for corporate initiatives and services.
- Provides support to the Manager, Communications and Community Engagement, on emergent issues.
- Ensures all communications align with the City's visual identity and strategic communications plan.
- Develop and produce a variety of communications materials, including media releases, newsletters, marketing materials, advertisements, reports, speaking notes, presentations, and digital content.

- Support and coordinate emergency communications, ensuring timely and accurate information is shared with the public.
- Provides strategic advice and support to internal departments in the development of communication materials and engagement content for the City's website, intranet, and social media platforms.
- Conducts ongoing market research of communication best practices, to make appropriate recommendations for adjustments to communication strategies, content and processes.
- Provides coverage for the duties of the Manager, Communications and Community Engagement during planned and unplanned absences and in emergency response situations.
- Performs other duties as required.
- All persons employed by the City of Vernon will be required to assist the City in providing emergency services. Duties assigned during an emergency may differ from regular duties.

Required Education and Experience:

- Bachelors Degree in communications, public relations or a related discipline.
- Minimum of 4 years experience in strategic communications, media relations, public consultation, or public relations, preferably within local government.
- Experience with digital publishing tools such as Microsoft Office, Adobe Creative Cloud, Canva and video editing platforms.
- Familiarity with content management systems and social media scheduling tools.
- Valid BC Driver's Licence, Class 5.
- An equivalent combination of education and experience may be considered.

Required Knowledge, Skills and Abilities:

- Strong understanding of communications, media relations, and issues management in a government or public sector context.
- Exceptional verbal and written communications skills with the ability to translate complex information into clear, engaging messaging.
- Strong interpersonal skills, exhibiting professionalism, confidentiality and diplomacy when interacting with internal and external customers, elected officials, senior staff, the media and members of the public.
- Ability to work independently and collaboratively in a fast-paced work environment to meet tight deadlines.
- Understanding of public engagement strategies, techniques and approaches using the International Association of Public Participation (IAP2) theory and values.



About Vernon:

Welcome to Vernon, a vibrant and growing city in the heart of the sunny North Okanagan. Known for its relaxed lifestyle and surrounded by spectacular outdoor recreation, Vernon offers a balance of work and play. Surrounded by three beautiful lakes—Okanagan, Kalamalka and Swan—our community is part of British Columbia's Okanagan Valley, one of the most desirable regions to live in Canada.

As the regional hub of the North Okanagan, Vernon is home to over 45,000 residents. Vernon provides an exceptional quality of life with a mix of urban amenities, world class resorts, amazing recreational opportunities all situated in a natural setting. Just a 4.5 hour drive from Vancouver, Vernon is an ideal place to live, work, play or invest.

About the Benefits:

The City of Vernon offers a comprehensive benefits package designed to support your well-being and work-life balance. This includes an extensive medical benefits package, sick and vacation leave, allowing you to take the time you need to rest and recharge.

If you're relocating to join our team, we'll provide assistance with relocation costs to make your transition as smooth as possible. Additionally, we offer a compressed work week program, giving you the flexibility to balance your professional and personal life more effectively. To support professional activities, we offer a monthly car allowance and a city cell phone to stay connected and efficient in your role.

To Apply:

Please submit your resume, quoting the appropriate competition number to: Human Resources, City of Vernon, using the following methods:

- Online at vernon.ca by selecting “apply” and creating a candidate profile.

By making application, you are authorizing the City of Vernon to verify, through whatever means deemed appropriate, any information included in your applicant profile.

The City of Vernon wishes to thank all applicants; however, only those candidates selected for an interview will be contacted.

