



BUILD A CITY. BUILD A FUTURE.

COMMUNICATIONS & MEDIA RELATIONS LEAD

As one of the fastest growing cities in Canada, City of Surrey is a globally recognized leader in building vibrant, sustainable communities through technology and innovation. City of Surrey employees are talented innovators, inspired by meaningful work and the opportunity to drive our city—and their careers—forward. **Build a City. Build a Future.**

SCOPE

Reporting to the Director, Communications & Engagement, the Communications & Media Relations Lead is responsible for planning, developing, and executing strategic communications and media relations initiatives that support the City's priorities, programs, and services. This role serves as a point of contact for media inquiries related to the City, coordinates public-facing messaging, and ensures alignment with the City's overall communications strategy. The position requires strong political acumen, exceptional writing skills, and the ability to navigate complex and sensitive issues in a high-profile municipal environment.

EMPLOYMENT STATUS

Regular Full-time – Exempt working 37.5 hours per week.

RESPONSIBILITIES

- Develops and implements proactive communications and media relations strategies that align with City priorities, Council direction, and community needs.
- Serves as a liaison for media inquiries; prepares and delivers statements, manages interviews, and coordinates media availability.
- Develops and reviews a wide range of communications content to support City priorities, including media releases, speeches, key messages, backgrounders, social media posts, and website updates.
- Builds and maintains strong relationships with local, regional, and national media outlets.
- In collaboration with Strategic Communications, proactively identifies and pitches earned media opportunities to enhance the City's brand and strengthen public trust.
- Prepares and trains subject matter experts for media interviews.
- Monitors media coverage and public sentiment, providing regular reports and recommendations to leadership on risks, opportunities, and areas for improvement.
- Plans and supports City media events and announcements; coordinates logistics, visuals, and media attendance.
- Flexibility in working hours, with the ability to attend after-hours meetings or events as required.

QUALIFICATIONS

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field with a minimum of 5 years of related experience in communications and media relations, preferably in a municipal or public sector environment; or an equivalent combination of education and experience.
- Excellent oral and written communication skills with strong writing and editorial abilities.
- In-depth knowledge of communications and media relations strategies, social media best practices, and digital content creation.
- Demonstrated ability to manage multiple projects under tight deadlines and work well under pressure.
- Experience in crisis communications and handling sensitive issues with discretion.
- Strong interpersonal skills with the ability to develop and maintain positive relationships with media, internal stakeholders, and the public.
- Knowledge of Surrey's issues, opportunities, and vision.
- Flexibility in working hours, with the ability to attend after-hours meetings or events as required.

OTHER INFORMATION

Annual Salary: P2 \$104,807 – 123,302 (2024 rates)