



SENIOR COMMUNICATIONS OFFICER

NATURE OF WORK: This position reports to the CAO (Chief Administrative Officer) and is responsible for directing and overseeing all activities related to communications for the City of Charlottetown. This position is both strategic and operational, directing communications activities for all departments to ensure accountability, accuracy, and consistency of messaging. The Senior Communications Officer will develop and execute a comprehensive communications strategy to enhance the City's public image and maintain transparent communication with residents, stakeholders, and the media. To be effective in this position, considerable contact with members of staff, management, stakeholder agencies, and the public is required. Work is performed with latitude for independent judgment and action.

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 to the CAO.
- Supervises and provides leadership, motivation, and teambuilding to a group of engaged communications professionals.
- Is a trusted resource to all staff and Council and enhances the City's reputation and brand.
- Leads engagement with the public through effective management of various forms of media using appropriate and effective platforms and best practices.
- Leads the development and execution of the City's internal communication strategy to inform and engage staff, fostering awareness of projects and priorities, and to help develop a sense of purpose amongst staff.
- Develops and maintains close working relationships with members of Council, Committee Chairs, Department Heads, Directors, and the CAO to execute appropriate, timely, and effective corporate communication.
- Develops and maintains close working relationships with officials from various external government departments, public and not-for-profit organizations, partner municipalities, service providers, strategic stakeholders, and various media contacts.

- Demonstrates integrity, professionalism, and courtesy while managing all organizational relationships.
- As a committed member of the leadership team for the City of Charlottetown, the Senior Communications Officer acts as a positive role model for all employees throughout the organization in provision of excellent service to our citizens.

PRIMARY FUNCTIONS/ACCOUNTABILITIES:

- Develops and manages marketing and promotions for City departments.
- Supports the development and implementation of citizen engagement strategies to increase citizen participation, awareness, and understanding of City strategic priorities, programs, services, and policies.
- Provides strategic advice and support to Mayor and Council ensuring they are continuously well informed and prepared when speaking about City issues and initiatives.
- Provides input in strategic planning to assist in meeting the goals of Council.
- Monitors, interprets, and analyzes information across all service areas within the corporation and the community to proactively identify communications issues and opportunities.
- Provides advice, training, and expertise to Members of Council, management, and staff on effective communications and media relations, including training on various communication platforms and corporate standards.
- Serves as the primary point of contact for media, community partners, and members of the public for interview requests, information requests, or for projects relating to the City's logo/brand.
- Coordinates media briefings and news conferences when applicable.
- Oversees the City's primary social media platforms and engages the online community, serving as an online spokesperson for the Corporation.
- Moderates public comments and elevates potential issues to the CAO and/or Mayor and Council.
- Responsible for the City's website and other corporate platforms, serving as the lead administrator providing support and training to staff as well as overseeing the content management and website maintenance team.
- Triage website issues and works with the support team to manage issues as they arise.
- Supervises and provides mentorship to communications team, contract staff for various purposes such as photography, emergency measures, or journalism, communications internships.
- Assists with the preparation of presentations, reports, and recommendations to the applicable Committee of Council, Council, as well as senior staff, when required.
- Serves as the Public Information Officer as a member of the City's Emergency Measures team.

- Leads the creation and dissemination of emergency public information when Emergency Operations Centre is activated.
- Assists the Fire Department and Police Services during an emergency as required.
- Operates the Charlottetown Alert System during emergency scenarios, including managing evacuation notices.
- Oversees the Charlottetown Alert System and Mass Notification System, working with the Communications team, Dispatch, and the Fire Department on the administration side of the system, as well as triages and manages issues with the support team.
- Manages the City's photo archives and requests for photos from all City departments.
- Attends public meetings of Council as required.
- Performs other such related duties, responsibilities and functions as assigned.

REQUIRED COMPETENCIES:

- Strong leadership skills and demonstrated ability to provide guidance and mentorship to a team of communications professionals through effective coaching and team building.
- Exceptional interpersonal skills paired with the demonstrated ability to build and maintain strong relationships with management, staff, and the public.
- Demonstrated ability to develop and maintain an effective Communications team.
- Advanced verbal and written communication skills and the ability to engage others.
- Demonstrated computer proficiency and advanced knowledge in the use of Microsoft Office software.
- Strong analytical skills including the ability to analyze complex and controversial issues, identify potential outcomes of various communication scenarios, anticipate responses, make recommendations, and provide contingency options.
- A strategic creative thinker with the ability to work with detailed processes.
- Thorough and demonstrated knowledge of the inner workings of the media, in addition to well established local media connections.
- Sound understanding of the principles, processes and purposes of municipal government and departmental functions as well as policy issues affecting the City of Charlottetown and municipal governance.
- Demonstrated ability to provide specific and sound advice with limited information on a short timeline. This advice must hold up to high levels of scrutiny by partners, media, and the public.
- Strong collaborative, interpersonal and facilitation skills including the ability to work effectively with elected officials, colleagues, the media, and the public as an individual and in a team.
- Ability to grasp concepts, methodologies, and approaches quickly and can develop and implement them effectively.

- Excellent oral and written communication skills and presentation skills including excellent editing skills and experience in writing for a variety of platforms (websites, broadcast, print, social media content).
- Excellent judgment and the ability to handle highly sensitive and confidential data and situations with tact and professionalism.
- Advanced organizational and time management skills to manage multiple projects, prioritize work, to meet frequent and aggressive deadlines.
- Good personal mastery and performance as a team player, with proven ability to role model the behaviours associated with a constructive culture and a commitment to health, wellness, and safety.
- Ability to work independently and in a highly confidential and diplomatic manner.
- Experience with Content Management Systems and website maintenance; working knowledge of basic photography and photo editing.
- Working experience with social media platforms, including knowledge of social media trends and best practices.
- Experience creating and implementing policy and procedural documents.
- Ability to work overtime to accommodate evening meetings and events.

REQUIRED QUALIFICATIONS:

- Must have a post-secondary degree or diploma with a focus in public relations, journalism, marketing, communications, or a related field.
- Minimum of (5) years of experience in public relations, media relations and communications, preferably in a large, complex organization and in the public sector.
- Minimum of five (5) years of supervisory experience, preferably within a unionized environment.
- Familiarity with audio-visual equipment and publishing software.
- Must have and maintain a valid driver's license and use of a vehicle.
- Must be able to work overtime, evenings, and weekends.
- Experience as a working journalist/editor in various media and/or policy development would be an asset.

Salary: \$91,709.12 - \$107,894.80 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 Senior Communications Officer**” and submitted by **October 1, 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 902-629-4135.