

**Human Resources Department
Memorandum**

To: All City Staff
From: Human Resources Department
Date: November 25, 2025
Subject: Notice of Posting

COMMUNICATIONS OFFICER

Apply in confidence with a cover letter and detailed resume by December 9, 2025, at 4:00pm.

Applications must be clearly marked,

“Application for Communications Officer”

and submitted to:

Human Resources Department
PO Box 98, City Hall (3rd Floor)
Charlottetown PEI C1A 7K2
Jobs@charlottetown.ca

Attached is the Job Posting specific to the position.

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.



COMMUNICATIONS OFFICER

NATURE OF WORK: This position works under the direction of the Senior Communications Officer to provide resources and support to Council and staff on communication and marketing-related activities. The position will be strategic in nature, directing all aspects of communications activities from all departments to ensure consistency of message and ownership and accountability. ensure the effective management of internal and external communications.

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 directly to the Senior Communications Officer.
- Develops and maintains working relationships with departmental managers, supervisors, and City employees to provide support and assist with communication and marketing related activities.
- Develops and maintains relationships with service providers and associated professional groups.
- Develops and maintains relationships with Mayor and Council.
- Engages with the public with integrity and in a professional and courteous manner.
- As a committed member of the City of Charlottetown team, the Communications Officer will act as a positive role model for all employees throughout the organization.

PRIMARY FUNCTIONS AND ACCOUNTABILITIES:

- Assists and coordinates various City projects, news conferences, and events.
- Acts in the absence of the Senior Communications Officer.
- Identifies communications issues and opportunities for the Mayor and Council.
- Prepares key messages, background and speaking notes for the Mayor and Council.
- Briefs and prepares briefing notes for the Mayor, Council, Senior Management, and designated City spokespersons.
- Coordinates media relations and prepares media information for the Mayor and Council with collaboration and guidance of the Senior Communications Officer.
- Attends City Council Meetings and other public meetings as requested or necessary.

- Recommends whether to proactively initiate communications on potentially controversial issues or to take a responsive approach and then manages these processes.
- Assists, produces, and distributes all major presentations, documents, publications, and supporting materials.
- Participates in the development, packaging, implementation, and dissemination of major policy initiatives that support and advance the strategic priorities of the corporation including the annual budget.
- Works with others to develop and implement communications strategies to support major initiatives and events.
- Coordinates internal and external corporate communications planning and activities to inform and engage the public, partners, and employees of the corporation.
- Monitors, analyzes, and reports on media (including social media) coverage of City issues.
- Monitors, analyzes, and reports on coverage of City issues in other levels of government.
- Makes recommendations on when and how to consult with partners and the public.
- Prepares and/or provides guidance with respect to key messages, news releases and media backgrounders.
- Coordinates advertising and promotions for the corporation.
- Coordinates the preparation of major corporate or department presentations, website information, documents, reports, and publications.
- Participates in the development of Council documents and presentations.
- Coordinates internal communications with employees and partners in the community.
- Monitors City's branding initiatives including use of City Crest, logo, photo library and website content.
- Supports the Communications and Emergency Management Teams in the development and distribution of public information during Emergency situations.
- Assists with the administration side of the Charlottetown Alert System and Mass Notification System,
- Performs other related duties, responsibilities, and functions as assigned.

REQUIRED COMPETENCIES:

- Advanced verbal and written communication skills and a high level of attention to detail, and the ability to engage others.
- Extensive experience with website management platforms and content development.
- Advanced skills with Microsoft Office Suite (including Word, Excel, Publisher, PowerPoint, and Outlook).
- Exceptional interpersonal skills paired with the demonstrated ability to build and maintain strong relationships with management, staff, and members of the public.
- Exceptional organizational and time management skills to meet frequent and aggressive deadlines. Ability to be flexible in the work hours/days.

- Excellent understating of various social media platforms (using both a PC and mobile device) with additional skills to develop and execute a targeted paid advertising campaigns through social media.
- Exceptional organizational and time management skills to meet frequent and aggressive deadlines.
- Excellent judgment and the ability to handle highly sensitive and confidential data and situations with tact, professionalism, and discretion.
- Excellent analytical and research skills paired with the ability to create and alter detailed reports as required.
- Ability to analyze complex and controversial issues, identify communications scenarios, anticipate responses, make recommendations and contingency options.
- Excellent presentation skills including editing, and experience in writing web-based materials.
- 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.
- Knowledge of various communication strategies, media outlets and format requirements to effectively reach diverse audiences.
- A strategic creative thinker with the ability to work with detailed processes.
- Provide specific and sound advice to the Mayor and Council, the CAO, Directors, and Managers, often with limited information and on a very short timeline. This advice must hold up to high levels of scrutiny by partners, media, and the public.
- Sound understanding of clear communications and how to foster clear communications in an organization and the ability to convert complex subject matter into easily understood concepts.
- Prepare a variety of communications materials for a range of audiences with distinct needs and interests.
- Ability to work overtime on occasion to accommodate evening meetings and events.

REQUIRED QUALIFICATIONS:

- Must have a Degree or Diploma from a college or university with major coursework in public relations, journalism, political science, marketing, communications, or a related field.
- 3-5 years' experience in public relations, media relations and communications.
- Significant experience writing for media and public audiences.
- Experience in event logistics and administrative/clerical work would be considered an asset.
- Experience in the municipal government would be considered an asset.
- Experience in social media management would be considered an asset.
- Familiarity with audio-visual equipment and publishing software.
- Ability to communicate in French would be considered an asset.

- Must be legally entitled to work in Canada.
- An equivalent combination of education and experience may be considered.

Salary: \$80,120.02 - \$94,260.03 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 Communications Officer**” and submitted by **December 9, 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.