



## EMPLOYMENT OPPORTUNITY

### Communications Coordinator- Permanent Part Time

#### **Who WE Are**

The Town of Crossfield, located just 30 minutes north of Calgary and 15 minutes from Airdrie, is a fast-growing, vibrant community with a population of over 4,200 residents. As a mid-sized town, Crossfield offers the perfect blend of small-town charm and access to big-city amenities, making it an ideal place to live and work. Our progressive, collaborative work environment is built on teamwork, innovation, and a shared commitment to enhancing the quality of life for our residents. Join us in helping shape the future of Crossfield as we continue to grow and thrive.

#### **YOUR Opportunity**

The Town of Crossfield is seeking a creative and strategic Communications Coordinator to lead the development and delivery of clear, consistent, and engaging communications for residents, stakeholders, media, and staff. This pivotal role supports the Town in strengthening public trust by ensuring all messages reflect Council priorities and operational needs.

Reporting to the Legislative & Administrative Services Manager, the Communications Coordinator collaborates with Supervisors and Managers to develop and implement the annual communications plan, create content, manage design and formatting, and maintain brand consistency across all channels.

The successful candidate will also provide timely support for urgent messaging, including crisis and emergency communications, and must be an innovative, detail-oriented professional with exceptional writing, design, and organizational skills, capable of managing multiple priorities in a fast-paced environment.

#### **YOUR Essential Functions**

##### **Social Media Monitoring & Updates:**

- Monitor official Town social media platforms daily for interactions, questions, and feedback.
- Create and post timely, accurate, and engaging content promoting Town services, programs, projects, and events.
- Track and analyze engagement metrics to measure effectiveness and guide strategies.

##### **Annual Communications Plan:**

- Collaborate with Supervisors and Managers to identify and schedule key messages, campaigns, events, and notices.
- Draft content and design materials in alignment with Town branding and standards.
- Ensure all messages are reviewed and approved before release.
- Maintain flexibility to accommodate emerging priorities, urgent issues, or Council direction.

### **Communications Support:**

- Support logistics for open houses, public information sessions, and community events.
- Develop supporting materials such as invitations, posters, fact sheets, presentations, web content, and signage.
- Provide on-site support including photography, live updates, and resident assistance.
- Draft and distribute news releases, public notices, newsletters, and service announcements.
- Provide input into communication-related policies, procedures, and bylaws as required.

### **Crisis & Emergency Communications:**

- Collaborate with leadership and emergency management to provide timely, accurate public information.
- Develop and maintain crisis communication protocols in line with emergency response plans.
- Distribute urgent updates across multiple channels and support post-incident follow-up communications.

### **Brand & Content Management**

- Ensure consistent use of Town branding across all communications.
- Support efforts to keep the Town's website current, accessible, and user-friendly.
- Maintain photo and content libraries for ongoing use.

### **What YOU Bring**

#### **Education & Experience:**

- Diploma or degree in Communications, Public Relations, Marketing, or a related field.
- Minimum 2-4 years of experience in communications, media relations, or a related role.
- Municipal communication experience is preferred but not required.
- Strong understanding of digital platforms, analytics, and content creation tools.
- Experience with crisis communications and public engagement is an asset.
- An equivalent combination of education and experience may be considered.

#### **Skills & Abilities:**

- Excellent written and verbal communication skills.
- Ability to translate complex information into clear, accessible messaging.
- Strong organizational skills with the ability to manage multiple priorities.
- Creative thinking, problem-solving, and adaptability.
- Ability to collaborate effectively across departments and with external partners.
- Commitment to professionalism, accuracy, and confidentiality.

### **What WE Provide**

This is a permanent part-time position (21 hours per week) based in the office, generally scheduled Monday to Friday. Some evenings and weekends may be required. The Town of Crossfield offers a competitive wage, pension plan, and an excellent benefits package (pro-rated for part-time staff), along with a supportive team environment.

Join the Town of Crossfield and be an integral part of a dedicated and community-focused team!

**How to Apply:**

Interested candidates are invited to submit their resume and cover letter to:

Human Resources, Town of Crossfield

Box 500, Crossfield, Alberta T0M 0S0

Email: [HR@crossfieldalberta.com](mailto:HR@crossfieldalberta.com)

The position will remain open until **January 30, 2026**. Please note that all applicants must be legally entitled to work in Canada.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.