



## Communications & Engagement Specialist

Job No: 26006   Location: Penticton

### About the City of Penticton

Penticton is a vibrant, innovative waterfront city known for its commitment to sustainability, community well-being, and economic opportunity. With a strong focus on good governance, collaboration, and service excellence, the City is dedicated to enhancing the quality of life for residents, businesses, and visitors alike. As one of the most active development regions in British Columbia, Penticton features a diverse mix of large-scale and complex construction projects.

**Penticton has been recognized as one of Canada's most livable cities, according to latest rankings by The Globe and Mail.** Penticton ranked as the ninth most livable city in Canada, plus the No. 1 most livable city for young professionals and No. 1 for midlife transitions. In addition, Penticton ranked the third most livable city for newcomers, fifth for retirement and seventh for raising kids. Rooted in agriculture and surrounded by natural beauty, Penticton is known for its orchards, wineries, and craft breweries—making it one of Canada's top wine destinations. More than 100 years since its incorporation, Penticton continues to grow as a place to live, work, and play.

For more information, please visit our website at [penticton.ca/](https://www.penticton.ca/) (<https://www.penticton.ca/>).

For more information about life in Penticton, please visit [visitpenticton.com/](https://www.visitpenticton.com/) (<https://www.visitpenticton.com/>).

### About the Opportunity

The City of Penticton is looking for a permanent full-time **Communications & Engagement Specialist**, based in **Penticton, B.C.**

This position reports to the Manager of Communications and Engagement and plays a key role in supporting the City's communications and engagement strategies.

#### Key Responsibilities:

- The Communications and Engagement Specialist will:
  - **Plan and execute community engagement initiatives** including open houses, pop-up booths, online information sessions, and other interactive events.
  - **Maintain and enhance the ShapeYourCityPenticton.ca platform**, including creating and updating project pages, building surveys, adding documents and videos, responding to Q&A, and moderating forums.
  - **Collect and analyze feedback**, including data entry and preparation of reports to inform decision-making.
  - **Prepare communication materials** to support engagement events, including designing display boards, writing and formatting fact sheets, drafting content for newspaper ads, social media posts, and issuing regular e-bulletins.
  - **Support notification of affected community members** through letters, newsletters, flyers, and other direct mail communications.
  - **Assist with electronic communications**, including video production, web updates, social media planning and execution.
  - **Provide operational communications support**, including drafting and issuing service announcements.
  - **Support media relations**, including drafting media releases, coordinating interviews, and responding to media inquiries as required. Support issues management.
  - **Assist with crisis communications and Emergency Operations Centre (EOC) support**, including preparing timely updates and coordinating messaging during emergencies.
  - **Collaborate on communications and engagement strategies**, contributing ideas and supporting implementation across projects and initiatives.
  - **Provide marketing support**, including campaign planning and execution.
  - **Support graphic design and web content development**, ensuring materials are visually appealing and accessible.

- Assist Communications Advisor and Senior Advisor as required, providing backup and support for high-priority projects.
- Lead communication and engagement projects as required.
- Contribute to social media strategy and execution, ensuring consistent, engaging, and timely content across platforms.
- Available to work occasional evenings and weekends to support events and urgent communications needs.

#### Required Knowledge, Abilities & Skills:

- Strong written and verbal communication skills with the ability to adapt tone and style for different audiences.
- Excellent public relations and interpersonal skills.
- Knowledge of local government operations and the role of communications and engagement.
- Familiarity with IAP2 public engagement principles and best practices.
- Proficiency in multiple social media platforms (Facebook, Instagram, X/Twitter, LinkedIn).
- Ability to deliver creative, engaging, and professional content (text, image, and video).
- Skilled in writing for various formats, including formal letters, social media, and marketing copy.
- Ability to research, summarize information, identify key messages, and prepare materials for diverse audiences.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office (Word, Excel, PowerPoint).
- Strong organizational skills and proven event planning experience.
- Ability to work independently and as part of a team, exercising sound judgment and initiative.
- Skilled in proofreading and correct use of English.
- Ability to manage multiple priorities in a fast-paced environment.
- Creativity and originality in all scopes of work.

#### Required Education, Training & Experience:

- Completion of a post-secondary degree or diploma with a specialization in communications, marketing, or a related discipline from a recognized institution.
- Minimum three years' work experience in communications, marketing, or a related field.
- Valid Class 5 BC Driver's License.

## About the Benefits

This is an Exempt/Management position with compensation based on skills and experience is a salary of **\$75,284 - \$83,649 (35 hours per week)**, along with a host of excellent benefits including:

- Extended health, dental, and vision coverage
- Relocation assistance
- 3 weeks of vacation starting on day one
- 2 weeks of paid sick leave annually
- Municipal pension plan
- \$2,000 in annual mental health benefits
- \$200 annual fitness rebate
- Free community recreation pass (swimming, fitness, etc.)
- Support for professional development, including yearly conference budget
- Free on-site parking
- Tickets to local concerts, hockey games, and employee appreciation events
- Annual golf tournament, wellness initiatives, and team-building activities
- A picturesque waterfront location with access to world-class outdoor recreation and a progressive, community-oriented work culture

At the City of Penticton, we recognize that great talent and great ideas come from a variety of backgrounds. Tapping into the diversity of our community makes us all stronger and allows us to serve Penticton even better.

That's why we welcome all applicants to consider joining our team. We encourage Indigenous persons, people of colour, all genders and expressions, 2SLGBT2QIA+, persons living with disabilities, and others who reflect our ever-changing workplace to apply. If you require any accommodations during the recruitment process, please contact us at [HR@penticton.ca](mailto:HR@penticton.ca), we'd be happy to hear from you!

If your experience is close to what we're looking for, we would love a chance to talk about working with you. We welcome your cover letter and resume by **February 8, 2026**.

***We thank all applicants for their interest, however, only those selected for further consideration will be contacted.***

***This position is only open to those legally entitled to work in Canada.***