

The Town of Sylvan Lake is a thriving, connected lakeside community that is resident focused, visitor friendly and THE place to do business. Fifteen minutes from Red Deer, and an hour and a half from both Calgary and Edmonton, we offer the amenities of a larger center with the relaxed living atmosphere of a smaller community. With abundant year-round recreational and cultural activities, we have definitely earned the name of “Brilliant All Year!”

The Town of Sylvan Lake’s mission is to deliver responsible municipal services and infrastructure that support an outstanding quality of life, unforgettable experiences, and a strong, diverse economy. We achieve that through our values of integrity, accountability, engagement, innovation, diversity and inclusion and our highly skilled workforce.

EMPLOYMENT OPPORTUNITY (6 month Term)

Communications Coordinator

Full time, temporary– 35 hours per week - \$31.74 Hour

The Communications Coordinator works closely with departments to develop strategic communication plans and oversee and support projects using various tools, tactics and mediums to ensure clear and accessible communication that informs and engages our citizens.

ACCOUNTABILITIES

1. Develops and supports departments in the development of compelling and engaging messages, communications tools, and tactics to inform and engage citizens.
 - Understands and applies a broad spectrum of communications tools (digital and traditional) and best practices for their application
 - Builds and maintains relationships with staff to promote adoption of communication best practices, including plain language skills
2. Oversees and supports department communications.
 - Develops strategic communications plans for departments and projects and leads or support implementation
 - Provides advice and supports actions that increase public engagement and positive public perception of the Town
 - Identify opportunities and create public education campaigns collaboratively with other departments
 - Assists in monitoring and updating social media, inclusive of visitor service accounts
 - Manages Sylvan Lake News newspaper requests
3. Supports senior administration and Council communication.
 - Provides speeches, key messages, and talking points as requested
 - Answers media calls and helps coordinate responses
 - Develops messaging for staff to improve internal communication and understanding
 - Develops external messaging for public engagement
4. Manages Town websites as required and develops content/events collaboratively with project managers.
 - Monitors Municipal website to ensure information is written in plain language, mobile friendly, and accurate

Benefit from work-place

balance

5. Maintains the Communications Team and Communication sites.
 - Manages SharePoint workorder and newspaper request systems ensuring completion of requests
 - Ensures that all workorders meet brand standards by working with department contacts
6. In a state of local emergency, acts as a relief Public Information Officer.
7. Develops the community guide and manages external advertisers.

EDUCATION AND EXPERIENCE

- A diploma or degree in communications or public relations and two (2) or more years' experience in municipal or provincial communications.
- Experience with graphic design and proficiency with Adobe suite of products and Microsoft products is an asset.
- Plain language writing, editing, and verbal communication skills
- Diplomacy when dealing with staff, Council, and members of the public
- Balancing multiple projects and meeting deadlines without sacrificing an eye for detail
- Advanced skills with SharePoint and Microsoft Office
- Exceptional customer service skills
- Diplomatic and tactful in sensitive situations
- Exceptional interpersonal skills to work within a growing, high-performing and creative team environment
- Excellent writing and editing skills and a high proficiency in relevant computer applications

Qualified candidates considered for employment must have a valid class 5 driver's license and provide a criminal record check satisfactory to the Town of Sylvan Lake.

This is a terrific opportunity to work in a professional, team-focused environment. If you are interested in this temporary opportunity, please submit your resume in confidence specifying this position in the subject line by April 19, 2026 to employment@sylvanlake.ca



The Town of Sylvan Lake is an equal opportunity employer and strongly supports diversity in the workplace; all candidates who are authorized to work in Canada and meet the qualifications are welcome to apply. We thank all applicants for their interest in this position; however, only those candidates who are selected for an interview will be contacted.