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# CITY OF CHARLOTTETOWN

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## Communications Officer

**POSITION:** Communications Officer

**RESPONSIBLE TO:** Chief Administrative Officer

**NATURE OF WORK:** The purpose of this position is to oversee all communications-related activities pertaining to the Corporation and Council of the City of Charlottetown. 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. This position formally reports to the CAO and informally reports to the Mayor's Office and Council to ensure the effective management of internal and external communications.

*Note:*

*This job posting 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.*

**DUTIES AND RESPONSIBILITIES INCLUDE:**

**Provide strategic advice and support to the Mayor and Council to ensure they are continuously well informed and prepared to speak to City issues and initiatives.**

- Continuously monitor, seek out, interpret and analyze information in the corporation and community.
- Identify communications issues and opportunities for the Mayor and Council.

- Prepare key messages, backgrounders and speaking notes for the Mayor and Council.
- Brief and prepare briefing notes for the Mayor and Council.
- Coordinate media relations and prepare media information for the Mayor and Council.
- Attends City Council Meetings and other public meetings as requested or necessary.

**Work as a member of the management team to develop and disseminate the strategic direction and strategic initiatives of individual departments and the broader corporation.**

- Recommend whether to proactively initiate communications on potentially controversial issues or to take a responsive approach, and then manage these processes.
- Assist with or actually write, produce and distribute all major presentations, documents, publications and supporting materials.
- Participate 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.
- Work with others to develop and implement communications strategies to support major initiatives and events.
- Develop internal capacity in communications planning, social marketing and the use of clear communications.

**Lead corporate communications planning and activities to inform and engage the public, partners and employees of individual departments and the broader corporation.**

- Monitor, analyze and report on media (including social media) coverage of City issues.
- Monitor, analyze and report on coverage of City issues in other levels of government.
- Make recommendations on when and how to consult with partners and the public.
- Prepare and/or provide guidance with respect to key messages, news releases and media backgrounders.
- Coordinate media briefings and news conferences.
- Prepare spokespersons to speak to the media.
- Coordinate media training for staff and partners.
- Coordinate advertising and promotion for the corporation.

- Coordinate the preparation of major corporate or department presentations, website information, documents, reports and publications.
- Participate in the development of Council documents and presentations.
- Coordinate internal communications with employees and partners in the community.
- Monitors City's branding initiatives including use of City Crest, wordmarks, photo library and website content.

#### **KNOWLEDGE AND ABILITIES:**

- Ability to analyze complex and controversial issues, identify communications scenarios, anticipate responses, make recommendations and contingency options.
- Excellent oral and written communication skills and presentation skills including excellent editing skills 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.
- 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.
- Strong collaborative, interpersonal and facilitation skills including the ability to work effectively with individuals and teams.
- 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 sensitive presentations to a range of audiences with distinct needs and interests.
- Ability to manage multiple projects, prioritize work and manage time effectively and meet deadlines.

#### **EDUCATION AND EXPERIENCE:**

- Degree or Diploma from a college or university with major coursework in public relations, journalism, marketing, communications or a related field.

- Several years experience in public relations, media relations and communications, preferably in a large, complex organization and in the public sector.
- Any combination of the above would be considered.
- Familiarity with audio-visual equipment and publishing software.
- Experience as a working journalist/editor in various media and/or policy development would be an asset.
- Ability to communicate in French would be an asset

Salary assigned: Non Union Management

**How to Apply:** A letter of application, supported by a detailed resume may be e-mailed, faxed, mailed or delivered in a sealed envelope clearly marked “Application for **Communications Officer**” and submitted by **12:00 Noon, AST, Friday, February 10, 2012** to:

**Human Resources Manager  
City of Charlottetown  
P.O. Box 98, (199 Queen St.)  
Charlottetown, PE C1A 7K2**

**Facsimile: (902) 566-4701  
Email: HR@city.charlottetown.pe.ca**