

Communications Advisor

Job Description

Reports to:	Community Engagement Manager
Division:	Parks & Recreation
Business Centre:	Community Engagement
Date Updated:	2025

Job Scope: The Communications Advisor provides strategic communications expertise across the organization in alignment with the Town's Corporate Communications Plan. This role involves developing and executing strategic communications plans to support Town projects, initiatives and events. The Advisor is responsible for crafting a range of communication materials—including written, verbal, and promotional content—while also helping to manage the Town's online presence, including municipal website, social media channels and engagement platform.

Key responsibilities of the job are as follow:

1. General Responsibilities:

- **Strategic Communications:** Develop and implement strategic communications plans to support key Town programs, projects, and initiatives. Collaborate with internal business centres to identify communication needs, set objectives, and tailor messaging for various audiences. Monitor effectiveness and adapt strategies to ensure clear, consistent, and timely information reaches the target audience;
- **Writing & Design:** Write and edit a variety of communications materials including news releases, speaking notes, presentations, web content, and internal messaging to support Town priorities and public engagement. Design visually compelling materials such as posters, brochures, advertisements, and publications that align with the Town's brand. Oversee and coordinate graphic design work by external consultants to ensure quality, consistency, and adherence to project timelines;
- **Online Communications:** Develop and maintain engaging digital content across the Town's website, engagement platform and social media channels, ensuring alignment with corporate branding and communication objectives. Assist with web design updates, content layout, and user experience enhancements to support timely, accessible public information. Plan, create, and schedule social media posts that promote Town programs, initiatives, and services while fostering community engagement and dialogue;
- **Community Engagement:** Support community engagement efforts by developing clear, accessible communication materials and strategies that encourage public participation. Collaborate with business centres to plan, promote, and facilitate community engagement opportunities, both in person and online, ensuring alignment with the Town's Community Engagement Toolkit. Analyze feedback and help translate community input into actionable insights to inform decision-making;

2. Other Responsibilities:

- Provide back-up to other team members as required
- Develop and maintain professional relationships within the Communications industry;

- Maintain awareness of evolving trends within the profession and periodically attend industry conferences or peer meetings;
- Exercise sound judgment, diplomacy, and confidentiality in all communications-related matters;
- Serve as back up to the Emergency Public Information Officer as required;
- Projects and initiatives as assigned.

Qualifications and required skills:

- **Education:** Equivalent to completion of a University (bachelor) program involving acquisition of an advanced understanding of complex concepts and procedures. This training is often recognized by a degree in Communications, Marketing or public relations.
- **Experience:** 5 or more year's related work experience representing continuous learning and career progression.
- **Skills:**
 - Strong written and verbal communication; editing and proofreading (CP Style); ability to work diplomatically across teams and with external partners.
 - Experience with graphic design (Adobe Creative Suite), web design and CMS, social media content management, and accessibility standards.
 - Skilled in Microsoft Office; capable of producing clear reports and presentations; strong time-management and multitasking abilities in fast-paced environments.