

Job Opportunity

Communications Coordinator (Full-time/Permanent)

Bring your creativity, strategic mindset, and passion for communications to the City of Summerside.

If you thrive in public relations, have a creative spirit, and want to help drive Summerside's communications to the next level, we want to hear from you. Please submit your resume along with a cover letter outlining why you are the ideal candidate for our Communications Coordinator role.

About the Role:

Reporting to the Director of Communications and working closely with the Events, Marketing, and Communications division, the Communications Coordinator supports the development, planning, coordination, and delivery of the City's external communications.

This role fosters a culture of dynamic, multi-faceted communications by working closely with all City departments and the leadership team to deliver public awareness and educational campaigns, advertising, media relations, community engagement, and digital communications – all with a focus on showcasing Summerside's rich history and growing its brand identity.

Key Responsibilities:

- Plan, develop and implement innovative communication strategies, activities and content to increase public awareness regarding City initiatives, services, programs, projects and public engagement events using various mediums (website, social media, print materials, etc.).
- Create and disseminate information and promotional material for internal and external audiences.
- Manage content for the City's website and social media accounts as part of the content team.
- Support departmental staff as a communications consultant, influencing clear and effective internal communications to enhance employee engagement.
- Develop external media content including press releases, advisories, advertisements, and notices.

- Assist the Director with media relations, including coordinating responses, preparing fact sheets and briefing notes, directing inquiries, and organizing interviews.
- Cultivate an enhanced image of the City in partnership with stakeholders such as Downtown Summerside Inc. and Explore Summerside.
- Work with Departments and/or other Communications team members to develop key messages and identify opportunities for proactive media coverage on programs, services, special events, projects, and accomplishments.
- Establish and promote communication policies and standards, including media protocols, visual identity, and social media standards.
- Lead planning and assistance with delivery of public relations events such as ceremonies and special events.
- Monitor internal and external communications to ensure strategic focus, consistent messaging, branding, and outreach, and identify potential reputational risks.
- Analyze campaign impacts, seek process improvements, and stay updated on industry trends to maintain current strategies and practices.
- Perform other related duties as required.

Qualifications and Competencies:

- University degree in Communications, Public Relations, Marketing, or a related field.
- 2-3 years of experience in a similar communications role within a complex organization, preferably in the public sector.
- Strong experience with media relations and social marketing.
- Excellent writing, verbal, and presentation skills.
- Advanced analytical skills, critical thinking, and ability to provide strategic advice.
- Strong knowledge of public relations, strategic communications planning, and research techniques and processes.
- Exceptional time management and organizational skills, with the ability to manage multiple priorities under tight deadlines.
- Excellent planning, coordination, and attention to detail to deliver products, events, and programs within allocated resources.
- Proven discretion, judgement, diplomacy, and confidentiality.
- Strong interpersonal and collaborative skills, with the ability to work independently and as part of a team.

- Demonstrated proficiency in the use of online technologies including multi-media, social media and media monitoring tools to support media and public relations activities.
- Familiarity with public engagement strategies, techniques and approaches.
- Knowledge of multimedia communications tools such as video, audio, slides, desktop publishing, photography, graphic design and print production techniques and processes.
- Familiarity with information systems, website and online communications technologies including multi-media, social media, and content management systems.
- Proficiency with Microsoft Office, Adobe, Google Suite, and related programs.
- Valid Driver's License and access to a vehicle.
- Flexibility to work varied hours to support City events.
- Bilingualism is an asset.


What We Offer:

- Salary range: \$72,220-\$78,383
- 40 hours per week
- Defined benefit pension plan
- Comprehensive medical and dental coverage
- Employer-paid Employee Assistance Program (EAP)
- A supportive and welcoming work environment in a safe, thriving community

How to Apply:

To apply, please submit a confidential cover letter and resume outlining your qualifications and interest in the position. Be sure to include "Communications Coordinator" in the subject line of your email.

 **Email:** jobs@summerside.ca

 **Deadline to apply:** Friday, **July 18** at **12:00 PM (AST)**

We would like to thank all applicants for their interest; however, only those who are selected for an interview will be contacted.