

## **Job Opportunity**

### **Coordinator, Marketing & Communications** (Replacement)

The Marketing & Communications Coordinator supports the planning and delivery of marketing, communications, and public engagement initiatives for the City of Summerside. Working closely with the Manager, this role develops content, supports campaigns, and helps communicate programs, services, and initiatives to residents and stakeholders.

**Reporting to:** Manager, Marketing & Communications

---

#### **Key Responsibilities:**

##### **Digital Content & Communications**

- Develop, create, and manage content across digital platforms, including social media, website, and campaigns
- Plan and schedule content to ensure consistent and timely communication
- Create written, visual, and video content to promote City programs, services, and initiatives

##### **Marketing & Media Relations**

- Support the development and execution of marketing campaigns to promote City initiatives, programs, and events
- Draft and distribute communications materials, including media releases, public notices, and web content
- Assist with media coordination, including preparing materials and monitoring coverage
- Track and analyze campaign performance and engagement across channels

##### **Collaboration & Department Support**

- Work with City departments to gather information and develop communications materials
- Provide communications support for projects, events, and announcements across the organization
- Identify opportunities to promote City initiatives, achievements, and community engagement

**Qualifications:**

- Diploma or degree in Communications, Marketing, Public Relations, Journalism, or a related field
- Strong writing, editing, and communication skills
- Excellent organizational and time management abilities, with the ability to manage multiple priorities
- Experience with social media platforms, website content management systems (e.g., WordPress), and design tools (e.g., Canva, Adobe Suite)
- Proficiency with Microsoft Office or Google Workspace
- Basic photography and videography skills considered an asset

**Experience:**

- 2–4 years of experience in marketing, communications, or public engagement, including digital communications and social media
- Experience in a public sector or community-focused organization is considered an asset

**Hours of Work:** 40 hours per week

**Salary:** \$65,000.00 annually

---

**How to Apply:**

Interested applicants are invited to submit a cover letter and resume. Please include “Marketing & Communications Coordinator” in the subject line of your email.

 **Email:** [jobs@summerside.ca](mailto:jobs@summerside.ca)

 **Deadline to apply:** Friday, April 10<sup>th</sup>, 2026, at **4:00 PM (AST)**

We thank all applicants for their interest; however, only those selected for an interview will be contacted. The City of Summerside is committed to creating an inclusive, respectful, and accessible workplace for all employees.