



CITY OF
PRINCE GEORGE

ROLE DESCRIPTION

JOB TITLE: SENIOR COMMUNICATIONS ADVISOR

DIVISION: COMMUNICATIONS

DEPARTMENT: CITY MANAGER'S OFFICE

GENERAL ACCOUNTABILITY:

As a member of the Communication division, this key position plays an integral role in the development, implementation and evaluation of various corporate communications strategies and initiatives. The incumbent's portfolio will include a broad range of communications functions such as issues management, media relations, social media strategies, community engagement, and internal communications.

This role is primarily responsible for all City media relations, and issues management. They prepare and distribute media releases, organize media events, and provides advice and support to other City staff regarding messaging and media relations.

The Senior Communications Advisor develops and implements various communication strategies to promote the city's brand and services. They work collaboratively with other City employees to effectively promote city services, departmental initiatives, programs, achievements and other related information. Internally, the incumbent assists with a comprehensive communications strategy to ensure that the City is building effective communication channel within the organization. Externally, the Senior Communications Advisor develops tools, methods, and strategies to raise awareness of municipal initiatives and increase participation in local government.

ORGANIZATION STRUCTURE:

This is one of the positions reporting to the Communications Manager.

NATURE AND SCOPE:

The Senior Communications Advisor participates in the design, development and implementation of a wide variety of internal and external communication and citizen engagement strategies and programs in support of Council priorities, City operations and projects, and branding initiatives. They provide expert advice on various issues and campaigns, and lend support in relation to crisis communication needs.

The incumbent develops and works collaboratively with the communications team to implement various strategies and initiatives to maximize the impact and usage of the City's social media channels, intranet and website.

Internally, the Senior Communications Advisor contributes to a comprehensive strategy to ensure that the City has an effective communications framework. They work collaboratively with the communications team to ensure all employees have access to information on current projects, initiatives and issues, this may involve writing or editing internal publications.

The incumbent is the key point of contact for all media inquiries and is responsible for updating media lists, writing and distributing media releases, and coordinating various media events. They monitor various media coverage and responds in a proactive, timely manner to ensure media and the public have accurate information regarding City activities, services and initiatives. The incumbent works closely with other City staff and senior management to ensure they are alerted to emerging issues and provides advice and support in developing key messages in response to media inquiries or public information campaigns.

The Senior Communications Advisor conducts research on various emergent issues, prepares issues briefs, backgrounders and fact sheets, and writes or assists with the preparation of speeches, presentations and speaking notes. The incumbent coordinates the writing, editing, design and development of online and print materials, and assist departments adhere to brand/graphic standards. They manage a photographic library, and produces or oversees the production of videos to be used for communication and marketing purposes.

The Senior Communications Advisor is fully conversant with the International Association for Public Participation values, ethics and practices and the Canadian Public Relations Society code of professional standards.

CONTACTS:

The Senior Communications Advisor has considerable involvement with the Mayor and Council, the City Manager, and all levels of City management and staff. The position has regular contact with the media and other external agencies.

EDUCATION/TRAINING:

The ideal candidates holds a Bachelor's degree in Communications, Public Relations or a related discipline enhanced by at least 5 years of experience in corporate communications, media relations, marketing, and public engagement, preferably in the government sector.

Critical attributes include:

- demonstrated proficiency in each of the City's leadership competencies: innovation, strategic, persuasion, communication, delegation, achievement, cooperation and empathy;
- considerable expertise related to the development, coordination, implementation and ongoing evaluation of communications, public engagement, marketing and brand management strategies in a local government context;
- ability to assess communications issues and provide recommendations for resolution;
- superior written and oral communication abilities;
- strong consultation, negotiation and interpersonal skills;
- strong political acumen
- demonstrated success in dealing with the media;

- the ability to establish and maintain effective working relationships with a broad range of external contacts and internal parties;
- well developed research, analytical and problem solving skills;
- the ability to design and deliver effective presentations, reports and print or electronic materials;
- strong organizational and project management skills, together with the ability to meet deadlines;
- demonstrated initiative and ability to work in an independent manner while functioning as part of a team;
- respect for confidentiality and discretion; and
- advanced computer abilities in a Windows-based environment.

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