



JOB POSTING

MANAGER OF COMMUNICATIONS

(Permanent, Full-time, Exempt position)

The City of Parksville is located on the traditional territory of the Coast Salish Nations, home to the Snaw-Naw-As First Nation and the Qualicum First Nation.

The City of Parksville is an active community of urban professionals, families with young children, and retirees who have chosen to live in our community for a quality of life and the region's inspiring natural environment. Nestled on Vancouver Island's east coast, 13,642 residents call Parksville home. We are committed to being the city of choice for ourselves, our employees and future generations to come.

The City of Parksville has an opening for a **Manager of Communications**. Reporting to the Chief Administrative Officer, this position is responsible for managing the City's corporate communications, public engagement initiatives, media relations, digital communications, marketing activities, and emergency communications. The successful candidate will plan, prepare, manage, and execute corporate communication strategies, public engagement plans, and Council priorities, documenting and reporting on the progress of departmental work programs, project status, and communication outcomes. This position is also responsible for the development and maintenance of the City's brand identity and communication standards.

This position will appeal to a driven communications professional who understands the complexities of local government and thrives in an environment where leadership, innovation, collaboration, and strategic thinking are essential. The successful candidate will have strong working knowledge of public sector communications, marketing and engagement principles; best practices in media relations, crisis communications, and digital engagement; and the methods and techniques used to effectively communicate complex civic information to diverse audiences. Establishing and maintaining effective relationships with media, community partners, staff, elected officials, and the general public is imperative in this role.

Responsibilities include managing corporate communication and engagement projects from inception through evaluation; developing and implementing communication plans for City initiatives; overseeing digital platforms including websites, social media, and engagement tools; directing and supporting staff in the delivery of communications, public engagement, and event coordination services; and acting as a liaison with community groups, media, provincial agencies, and other stakeholders. Adherence to legislative and regulatory requirements, industry best practices, operational guidelines, and policies and procedures set out by the CAO and Council is required.



The ideal candidate will possess:

- An undergraduate degree in communications, marketing, public relations or a related discipline plus related experience or an equivalent combination of training, education and experience.
- Professional certification in public engagement (IAP2) and membership in the Canadian Public Relations Society would be an asset.
- Valid BC Drivers Licence.
- A minimum of seven years' experience in communications at a senior level, preferably within a municipality or similar environment including experience in:
 - Corporate communications, media/public relations, crisis communications
 - Developing and managing awareness about City services, programs, projects, and events.
 - Handling complex issues affecting multiple stakeholders
 - Content writing/ editing
- Experience leading staff and managing a wide range of communications services in support of corporate strategic goals and operational objectives.
- Knowledgeable about local government jurisdiction, operations and processes.
- Familiarity with content management systems and social media scheduling tools.
- Successful record in promoting and maintaining a work environment that fosters and rewards teamwork, initiative, accountability, and diversity.

An equivalent combination of education and experience may be considered.

The City offers a competitive salary range of \$107,972 - \$123,900 (depending on relevant experience and credentials) and a comprehensive benefits package including an earned day off program upon completion of probation.

To view a complete job description, visit parksville.ca. Applicants may apply in confidence by providing a cover letter and current resume via email to: hr@parksville.ca, **please include Manager of Communications in the subject line.**

This opportunity will remain open until filled. The City of Parksville thanks all applicants in advance for their interest; however, only those selected for an interview will be contacted.

If you would like to request an accommodation or assistance at any stage of the process, please contact human resources (HR@Parksville.ca) for confidential support.