

## JOB PROFILE

### **Manager of Communications**

Date Established: January 2008

Amended: January 2010, January 2013, January 2018, March 2026

#### **Job Summary:**

Reporting to the Chief Administrative Officer, the Manager of Communications provides oversight for corporate communications, public engagement, city hosted events, media relations, and emergency communications for the City of Parksville. This position includes specialized communications, marketing and public engagement work across City departments. The Manager is responsible for planning, developing, coordinating and evaluating communications, marketing and public consultation projects, activities, and programs.

Corporate communications includes media relations, public awareness campaigns, community engagement, surveys, advertising, emergency communications, corporate brand identity and management, digital platforms, public engagement practices, and research, writing and editing a variety of communications, marketing and public engagement materials.

Special events include city led and community led events on public property. The Manager is responsible for the supervision and coordination of community led special events held on City-owned property and the delivery of signature events hosted by the City.

The Manager leads and develops staff, establishes policies and best practices and builds strong relationships internally and externally with staff, member municipalities, community partners, and the public.

#### **Primary Duties and Responsibilities:**

- Working with staff to create and promote a consistent corporate brand, image and positive City presence in the community and across Vancouver Island
- Provide proactive and strategic communications advice and support to senior management and City departments.
- Work collaboratively with departments to develop and implement targeted communications and ensure effective communications to residents, businesses and visitors about City programs, services or projects.
- Oversee digital communications tools including City websites, internet development, engagement platform (Let's Talk Parksville), social media, and electronic publications about City programs, services or projects.
- Build and maintain effective relationships with media, community groups and organizations and other local governments.

- Develop and maintain an engaging social media presence as well as manage content for the City's social media platforms. Identify City programs and services to promote online visibility and recommend strategies to achieve maximum engagement with residents.
- Support Mayor and Chief Administrative Officer as City spokespersons, which may include drafting speaking notes and corporate statements.
- Develop and maintain emergency and crisis communication plans for the City. In the event of an emergency, this position will be a key member of the Emergency Operations Centre (EOC).
- Deliver written communications such as information releases, newsletters, advertisements, reports, City News page in PQB News, marketing materials, multimedia content, presentations, speeches, correspondence, and a variety of printed and digital materials.
- Define target groups and audiences and develop appropriately tailored methods for the provision and receipt of information. Define methods and media most suitable to reach citizens.
- Assist with internal communications and projects as required.
- Capture photographic and video content from locations throughout the City including events and maintain City photo database.
- Manage and coordinate City-hosted events.
- Research grant programs and funding opportunities and, as part of a team, develop proposals and provide grant writing support to departments.
- Supervise and oversee the special events coordinator function which manages the special event process for the City of Parksville and the communications assistant.
- Other duties as required.

### **Required Knowledge, Skills, and Abilities**

- Considerable knowledge of public sector communications, marketing and public engagement principles, practices, methods, techniques and related technology.
- Knowledge of the City's requirements, programs and activities and regulations, rules and policies governing the work.
- Ability to produce high quality written communications including media releases, promotional materials, reports, presentations, background information, speeches, newsletters, and letters.

### **Ability to:**

- Research, write and edit a variety of materials and communicate effectively orally and in writing through various media to external audiences.
- Plan, develop, coordinate, execute, and evaluate marketing, communications and public engagement plans for corporate initiatives and projects.
- Establish and maintain effective working relationships with a variety of internal and external contacts.
- Develop department work plans, budgets and provide strong leadership and coordination skills.
- Operate successfully within a political environment by understanding government roles and challenges and effectively communicating what each level of government is responsible for.
- Manage and lead operational communications and engagement work.
- Think creatively, make sound judgements, and act with discretion.
- Clearly communicate expectations to staff and manage workload effectively.
- Work in fast-paced, unpredictable environment requiring collaboration, commitment and creativity, as well as ability to prioritize and meet strict deadlines.

- Attend Council, Committee of the Whole and budget meetings as required.

**Education:**

- 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.

**Experience:**

- 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.
- Acceptable equivalent combination of education and experience may be considered.

An equivalent combination of education and experience will be considered.