

**EXTERNAL POSTING**  
**REGULAR FULL TIME – OUT OF SCOPE**  
**PR001 – Public Relations Coordinator (Intergovernmental)**

Applications are now being accepted for the above position. The successful applicant is responsible for ensuring the City has policy-making capacity and guidance for consistent information activity within an organization and between organizations. The position uses channels of communication to move and influence public policy or to promote the City's agenda.

**Duties & Responsibilities:**

- Provides strategic communication advisory services to Council, the City Manager and the Corporate Leadership Team.
- Develops and implements program specific frameworks, strategic and corporate priorities, objectives, strategies and service plans.
- Support the City's leadership team with matters related to First Nations strategic and community relations.
- Researches and performs in-depth, high quality analysis. Investigates best practices and innovative approaches. Recommends alternative strategies and approaches utilizing past experience, knowledge and critical thinking skills.
- Provide vision and guidance in the development, monitoring and updating of City's policies and strategic initiatives and in marketing the City as a place to live, work and visit.
- Provide entrepreneurial attraction and support, the identification of key sector specific opportunities and the provision for mechanisms that instill business retention and growth.
- Assess, improve and transform the City's image and communications program that will differentiate and transform the City's reputation.
- Support the City to advance the strategic goals of the corporation by preparing presentations, formulating reports, internal and external speaking engagements and meeting and discussion opportunities with stakeholders
- Establishes ongoing relationships and collaborates with department leads, community-based agencies, other government stakeholders and government stakeholders. Foster positive relationships with key stakeholders, area media outlets and social influencers and including organized events or planned initiatives with this community in mind.
- Build, maintain and nurture genuine collaborative relationship with surrounding municipalities, First Nations communities, businesses and related partners.
- Maintain proactive relationships with the media by keeping them informed on City milestones, new initiatives or other good new stories that also solidifies the strategic plan and external messaging priorities.
- Liaise with media and coordinate requests for interviews, statements, etc.
- Support the City's major events and provide public relations support for the City's Emergency Management Organization (EMO).
- Prepare briefing materials and/or media kits for news representatives in conjunction with City Council or at appropriate events and other relevant engagements.
- Seek opportunities for and build relations with media stakeholders for both paid and free publicity. Oversee all media relations initiatives and proactively seek media coverage for newsworthy initiatives; develop plans for traditional and new media.
- Research, write and edit news releases and media materials.
- Work with departments on funding requests and monitor available funding.
- Prepare and communicate highlights from Council meetings.
- Develop appropriate reporting mechanisms related to the various projects to measure progress and prepare appropriate reports and recommendations.

**Qualifications:**

- University Degree preferably in Communications and/or Journalism, Community Policy, Business or a related field
- Additional education in Municipal Leadership or other related fields a benefit.
- Seven years of progressive experience in policy work, research, strategic planning and communications / journalism.
- Strong knowledge of, and experience in, a municipal and government settings a benefit.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.

**Salary:** Salary Range: \$84,912 - \$105,815 & Group Benefits

**Commencement:** As soon as possible

**Job Reference #:** PR001

Please submit a detailed resume and references, quoting the job reference number, to be submitted to: Department of Human Resources, City Hall, no later than 4:30PM, November 30, 2020 Fax: (306)445-0411, Email: [hr@cityofnb.ca](mailto:hr@cityofnb.ca).

**To view the comprehensive Job Description, please email [hr@cityofnb.ca](mailto:hr@cityofnb.ca)**

The City wishes to thank all applicants, however, only those selected for an interview will be contacted. Please note: Priority will be given to internal applicants. The City is an equal opportunity employer and values diversity in the workplace. If you require accommodation according to the Saskatchewan Human Rights Code, please let us know in order for us to ensure that you can participate fully and equally during the recruitment and selection process.