



Make working for  
The City work for you.



## Communications Strategist

If you are committed to public service, enjoy collaborating with others, share our values and have a desire to learn and grow, join [The City of Calgary](#). City employees deliver the services, run the programs and operate the facilities which make a difference in our community. We support work-life balance, promote physical and psychological safety, and offer competitive wages, pensions, and [benefits](#). Together we make Calgary a great place to make a living, a great place to make a life.

The City is committed to fostering a respectful, inclusive and equitable workplace which is representative of the community we serve. We welcome those who have demonstrated a commitment to upholding the values of equity, diversity, inclusion, anti-racism and reconciliation. Applications are encouraged from members of groups that are historically disadvantaged and underrepresented. Accommodations are available during the hiring process, upon request.

As a Communications Strategist, you will lead, develop, implement and continuously improve communications/marketing activities for City initiatives, programs and services. Primary duties include:

- Develop, oversee and manage the delivery of strategic communications plans that support corporate, business unit, and client objectives and goals. This may require persuading or influencing clients to accept recommended approaches.
- Lead multiple communications projects that includes conducting clients' needs assessments, supporting project charters and business plans, identifying risks, and developing communications strategies to manage City risk and reputation.
- Provide expertise to colleagues and clients with respect to campaigns, crises, issues and projects. This includes proactively identifying opportunities and best practices; recommending channels, mediums, products and services; and contributing to issues management.
- Develop a variety of resources and materials, such as key messages and proof points, for use on a variety of mediums (for example: digital, media and social media) and channels.

### Qualifications

- A completed 2-year diploma in Marketing, Communications, Public Relations, Journalism, Business Administration, or a related field, and at least 8 years of experience in areas such as marketing, communications and strategic planning; OR
- A degree in any of the disciplines listed above (or closely related) fields, and at least 6 years of experience as outlined above.
- Designation(s) from recognized professional communications or marketing associations, such as: Certified Marketing Management Professional, Accredited Business Communicator, Accreditation in Public Relations, Communications and Advertising Accredited Professional, Communications Management Professional, Strategic Communication Management Professional or Certified Campaign Planning Program are an asset.
- Competencies required for success in this position include: customer service, consulting, insight and analysis, project management, issues management, leadership, interpersonal skills and relationship building, and communications.
- The successful candidate will have the ability to apply business knowledge and logic, be politically sensitive, collaborate with multiple partners, and respond to multiple and conflicting priorities.

### Pre-employment Requirements

- Successful applicants must provide proof of qualifications.

### Workstyle

- This position may be eligible to work from home for at least part of the time as one of several flexible work options available to City employees. These arrangements depend on the operational requirements of the role, employee suitability, and are subject to change based on operational needs and corporate direction.

Union: CUPE Local 38  
Position Type: 2 Temporary (up to 18 months)  
Compensation: Pay Grade 12 \$47.01 – 62.84 per hour  
Hours of work: Standard 35 hour work week  
Audience: Internal/External

Business Unit: Customer Service & Communications  
Location: Various  
Days of Work: This position works a 5 day work week with 1 day off in a 3 week cycle.  
Apply By: May 29, 2025  
Job ID #: 312040

Apply online at [www.calgary.ca/careers](http://www.calgary.ca/careers)