

BUILD A CITY. BUILD A FUTURE.



COMMUNICATIONS & STRATEGIC PROMOTIONS SPECIALIST REGULAR FULL-TIME

*As one of the fastest growing cities in Canada, City of Surrey is a globally recognized leader in building vibrant, sustainable communities through technology and innovation. City of Surrey employees are talented innovators, inspired by meaningful work and the opportunity to drive our city—and their careers—forward. **Build a City. Build a Future** at the City of Surrey.*

EMPLOYMENT STATUS

Exempt – Regular Full-Time

SCOPE

The Communications and Engagement Division is seeking a Communications & Strategic Promotions Specialist to support corporate communications, strategic promotion, and stakeholder relations. Reporting to the Manager of Strategic Communications, this role supports the implementation of communications plans that advance City priorities, strengthen public awareness, and enhance Surrey's reputation in support of the goals and initiatives of Economic Investment Services. The position develops communications materials and content, coordinates promotional activities, and works with internal and external stakeholders to deliver effective, audience-focused communications.

RESPONSIBILITIES

- Support the development and implementation of communications strategies, plans, creative briefs, and key messaging in support of Economic Investment Services goals and priorities
- Assist in developing strategic, multi-channel content and storytelling that engages target audiences through web, social media, media releases, print collateral, and other communications mediums.
- Collaborate with the broader Communications and Engagement Division to implement strategic communications, marketing, and promotional initiatives, ensuring alignment with corporate communications priorities, messaging, and brand standards.
- Utilize research, market intelligence, performance metrics, and cross-team insights to support data-driven decision-making and inform strategic communications and promotional initiatives.
- Support the creation of materials such as investment pitch decks, presentations, and key reports for stakeholders, investors, and City committees.
- Coordinate with external consultants to support the development of high-quality marketing collateral, ensuring alignment with City brand and sub-brands.
- Represent Economic Investment Services at trade shows, business events, conferences in Surrey and beyond.
- Assist with event planning, promotional logistics, and stakeholder engagement efforts.
- Provide guidance to junior staff on assigned work and coordinate the completion of work.
- Performs other job-related duties as required.

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QUALIFICATIONS

- Minimum completion of a Bachelor's degree in Business, Communications, Economics, or a related degree from a recognized post-secondary education institution.
- Two years relevant experience with demonstrated success.
- Proficiency with content management systems (experience with Drupal considered an asset), and software such as Hootsuite, Google Analytics, and MS Office
- Strong knowledge of social media channels, with familiarity in communication principles and best practices specific to each platform
- Experience in developing and executing promotions and communication strategies within private sector start-ups (preferred).
- Possesses strong creative, strategic, analytical, organizational and sales skills
- Ability to design and execute promotional activities across all digital channels, in addition to event management
- Demonstrated success in writing reports supported by research
- Knowledge of public relations or corporate communications principles and techniques
- Ability to articulate compelling, investor centric narratives that frame Surrey's growth trajectory within a broader economic and strategic context.
- Ability to manage multiple priorities simultaneously and successfully meet all project deadlines
- Ability to work independently and to collaborate with cross-functional team as a contributing member.
- Ability to demonstrate innovative and creative thinking.
- Ability to collaborate with external stakeholders.
- Ability to use organization, time-management and prioritizing skills.
- Ability to demonstrate a professional work ethic.
- Ability to demonstrate strong customer orientation.
- Valid BC Driver's License.

OTHER INFORMATION

Pay Grade: P1

Salary: \$96,214 - \$113,193

This position requires completion of a Police Information Check.

Successful applicants must provide proof of qualifications.

APPLY

If you are interested in this opportunity, please apply at <https://www.surrey.ca/careers>, Job ID 7360

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