

## 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](https://www.calgary.ca). 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 in the Marketing and Communications Business Unit, you will lead, develop, implement and continuously improve communications strategies for City initiatives, programs and services. Primary duties include:

- Develop, oversee and manage the delivery of strategic communications that support cross-corporate and business unit goals and objectives. This involves educating and persuading clients to adopt recommended approaches.
- Lead multiple communications projects including communications needs assessments, identifying audiences, and developing communications strategies to manage City risk and reputation while increasing trust and transparency with citizens.
- Translate complex concepts into easily understood messages for diverse audiences
- Write speaking notes, news releases, Web content, social media posts, briefing notes, FAQ sheets and other communications tactics
- Collaborate with staff in Marketing, Web, Creative and other teams to execute communications plans
- Liaise with the media and coach spokespersons so that key messages are reflected in news articles and broadcasts
- Develop relationships across the corporation to ensure messaging is aligned with other City communications

### Qualifications

- A completed 2-year diploma in Marketing, Communications, Public Relations, Journalism, 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 a recognized professional communications or marketing association 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.
- Experience with capital infrastructure projects will be considered 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.

### Position and Pay Information

**Business Unit:** Marketing & Communications

**Union:** CUPE Local 38

**Position Type:** 1 Permanent & 1 Temporary (up to 18 months)

**Compensation:** Pay Grade 12 \$48.54 – 64.88 per hour

**Hours of work:** Standard 35 hour work week

**Days of work:** This position works a 5-day work week with 1 day off in a 3 week cycle

**Location:** 800 Macleod Trail SE

**Audience:** Internal/External

**Apply By:** July 30, 2026

**Job ID:** 314895

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