

City of Trail
POSITION DESCRIPTION

POSITION TITLE Communications and Events Manager (CEM)	DATE July 2026
DEPARTMENT ADMINISTRATION	REPORTS TO: GENERAL MANAGER OF CORPORATE SERVICES

SUMMARY:

Reporting to the General Manager of Corporate Services, pertaining to corporate direction in the area of communication and marketing, the Communication and Events Manager (CEM) is responsible for all external and internal corporate communications. The CEM also works closely with all operating departments and community groups as part of coordinating civic events and activities that either the City delivers directly or where the City is partnering or sponsoring a group or organization.

The incumbent is responsible for protecting the confidentiality of all City matters and for exercising care, accuracy and attention to conflicting interests and objectives when preparing reports, projects, policies and plans.

DUTIES AND RESPONSIBILITIES:

- Develops, implements and evaluates promotional and communications initiatives that create a positive image and awareness of the City.
- Develops the annual budget, work plan and associated objectives for communications and events. Monitors or measure performance and develop reporting consistent with said objectives.
- Establishes and maintains effective working relationships with community groups, associations, the public, City staff and Council in the context of creating awareness and facilitating the development of promotional material and programs in a professional and consistent manner.
- Works with third party contractors or public relations firms as part of delivering and enhancing the City's communication and public relations objectives, as required.
- Develop and maintain the City's external communication strategy and platforms including but not limited to the City website, social media (Facebook and Instagram and other relevant applications), notices and all other practical forms of communication.
- Develops an advertising and marketing program including the production of key messaging for all forms of media and strategic marketing.
- Develops and maintains the City's internal communications by working with Department Heads and Managers as part of developing a strategy and approach to keep employees connected and informed. Maintains and utilizes the City's websites and other forms of corporate communications.
- Works with City staff and external groups as part of coordinating events and

activities either directly or indirectly sponsored by the City. Work will include but not be limited to coordination and planning of activities, negotiating and booking contractors, coordinating facilities, marketing, soliciting sponsorships and all other activities associated with serving as the lead individual for the development, production and post event reporting of the event.

- Writes external communication releases and briefings as may be required in the form of press releases, grant applications, or other related documents. Responds to questions and inquiries from the public and the media and serves as the City's spokesperson where required in support of documents produced through this office.
- Attends administrative and public meetings, council or committee meetings and makes presentations as required.
- May be required to work certain evenings and weekends in coordination with City events.
- Undertake special projects and performs other duties as assigned by the General Manager of Corporate Services or designate.

EDUCATION, KNOWLEDGE AND SKILLS:

ESSENTIAL:

Education: University Degree or equivalent training in Communications and/or Marketing

Experience: Minimum of five years of relevant experience within the public or private sector environment or an equivalent combination of education and experience

Licenses/Certificates Class 5 drivers license for the Province of B.C.
Specific Skills

Ability to function efficiently with limited direction, to establish and maintain effective working relationships with municipal officials and other employees, and to meet and successfully serve the public on a continuing basis with professionalism, integrity, tact and diplomacy.

Ability to work collaboratively, cooperatively and productively with all outside agencies and organizations including senior government officials.

Superior writing and verbal communication skills, including thorough knowledge of Canadian Press style, spelling and language and public speaking.

Demonstrated proficiency in the use of software, social media applications and other applications that supports the function of the role.

Excellent organizational skills and a demonstrated ability to set priorities and meet deadlines.

Ability to work under pressure and exercise sound decision

making ability under limited supervision.

Proven change and transition skills and general desire to constantly strive for improved methods of delivering service and being aware of ongoing changes within the communication and social media fields.

Ability to develop work plans, budgets and provide strong leadership and coordination skills.

Strong creative skills and demonstrated ability to position an organization or event in positive way and to create a high level of public awareness and buy-in through the use of promotional tools available.

DESIRABLE:

Education:

Masters in Professional Communications or a related discipline.

Experience:

5 -7 years' direct experience within the public sector environment preferably in a Local Government setting.

**Licences/Certificates:
Specific Skills**

Practitioner Membership in the Canadian Public Relations Society (CPRS).