

Working for The City of Calgary: Would it 'work' for you?

There are more than 13,000 City of Calgary employees, with more than 13,000 reasons they've chosen to work here.

Come join us. The City of Calgary's employee team, the cornerstone of a community where new people and new ideas are welcomed, and the quality of life is valued above all else.

Recognized as a global leader in municipal excellence, The City of Calgary provides more than 500 services and programs. That means there are many opportunities here for challenging, satisfying and rewarding employment.

As an employer, The City sets a refreshing new standard in personalized work-life balance: flexible schedules, an attractive benefits plan, education and training programs, advancement possibilities, and above all, the opportunity to make your mark in the community you've chosen as your home.

You'll find a full listing of positions currently available with The City of Calgary at [calgary.ca/careers](http://calgary.ca/careers).

## **The City of Calgary Career Opportunity Communications Advisor**

**Reference # 112139**

**Closing date:** Sept. 15, 2010

### **Business unit information**

Water Resources and Water Services (WR&WS) together manage the quality and delivery of Calgary's water supply — from the river, to our taps and back to the river. We protect public health by ensuring a clean and reliable supply of water and by treating wastewater. We also manage stormwater drainage, respond to floods and contribute to the conservation of our precious water supply. We're proud of the high standards we uphold. You will play a significant role in ensuring that Calgary's environment is protected for current and future generations.

### **Responsibilities**

Meaningful, challenging, opportunities, green. Are these the words you want to use to describe your work? We are looking for a highly motivated and skilled communications/marketing generalist interested in using their expertise to contribute to the water team. You thrive on delivering the full suite of communications/marketing expertise including: social media, reputation/issue management, media relations, strategy development, tactical implementation, writing and web solutions. The City prides itself on providing a good work/life balance and competitive compensation package including excellent benefits and pension. The City offers career development and advancement opportunities in a wide range of fields. You will join a collaborative and high-performing communication team that is respected and trusted for its expertise. This

position will be based out of the Water Centre - a Gold LEED certified building located minutes from downtown that has all the amenities a person could ask for: cafeteria, gym, bike sign-out program, close proximity to river path, natural lighting, windows that open, and a recycling and composting office program.

Primary duties include:

- Providing strategic/tactical communications and marketing services to clients in the Strategic Services division.
- Developing/implementing strategies aimed specifically at water conservation and stormwater awareness and behaviour change.
- Working with in-house creative agency to deliver marketing collateral such as media campaigns, print materials, social media, and web solutions as well as writing, editing and producing a variety of communications tools.
- Advising and coaching senior managers and leaders on all aspects of communications.

### **Qualifications**

Applicants must have a diploma (equivalent to two years full-time study) or a degree in a related field such as Communications, Journalism, Marketing or Public Relations, plus five or more years of progressive experience. This position requires strategic and creative thinking, organization, political sensitivity and the ability to coach staff and leaders at all levels in the organization. Experience in social media and writing for a variety of audiences through various mediums is required. Demonstrated experience in strategic communications/marketing planning and project management is a must. Experience communicating to multi-stakeholder audiences is considered an asset. Applicants must possess an intermediate proficiency level with Microsoft Office Suite (Word, Excel, Outlook, PowerPoint). Active IABC (International Association of Business Communicators) and CPRS (Canadian Public Relations Society) memberships are also considered assets.

### **Notes**

Successful applicants must provide proof of qualifications. Only education obtained from an accredited institution will be recognized as meeting the minimum qualifications.

**Applicants quoting reference #112139 must apply on or before Sept. 15, 2010.**

For complete details about this position or to **apply online** visit our website at [calgary.ca/careers](http://calgary.ca/careers) and click on **Job Opportunities** or mail your resume to:

The City of Calgary  
Human Resources (#8107)  
P.O. Box 2100, Station M  
Calgary, Alberta T2P 2M5

**Reference number 112139 must be quoted on your application.**

We thank all applicants for their interest. However, only individuals selected for interviews will be contacted.