



RM OF WEST ST. PAUL

POSITION DESCRIPTION

POSITION Communications Officer	DEPARTMENT: Support Services
EFFECTIVE DATE November 2025	DATE REVISED:
SUPERVISOR: Director of Support Services	SALARY RANGE: \$64,832.50 - \$85,280.00

SUMMARY

The Communications Officer is responsible for planning, developing, and delivering effective communication strategies that enhance public understanding and engagement with the RM of West St. Paul's programs, services, and initiatives. Reporting to the Director of Support Services, the Communications Officer manages the municipality's media relations, digital presence, and community engagement activities, ensuring information is timely, accurate, and consistent with the RM's values and strategic direction.

KEY RESPONSIBILITIES

Strategic Communications

- Develop and implement comprehensive communication plans to support municipal priorities, projects, and events.
- Provide advice and support to the Director of Support Services, CAO, and departments on communication opportunities and messaging.
- Maintain consistent corporate branding and tone across all materials and platforms.
- Assist in preparing communication content and supporting documentation for grant applications, reports, and funding partnerships.

Media Relations & Public Information

- Draft and distribute news releases, public notices, newsletters, and key messages.
- Serve as the primary point of contact for media inquiries, coordinating responses and briefings.
- Monitor media coverage, analyze public sentiment, and provide recommendations to management.
- Assist in preparing communication materials for emergencies or urgent municipal issues.

Digital & Social Media Management

- Maintain and update the RM's website and social media accounts with engaging, relevant content.
- Create and manage social media campaigns to promote municipal programs and community events.
- Monitor online engagement and analytics to assess communication effectiveness.

- Ensure compliance with accessibility standards and digital communication best practices.

Community Engagement & Events

- Support the planning and promotion of community engagement sessions, open houses, and public consultations.
- Coordinate municipal event communications, including advertising, signage, and public information.
- Develop and distribute community newsletters, brochures, and reports to enhance public awareness.

Internal Communications & Support

- Support interdepartmental communication and employee engagement initiatives.
- Prepare presentations, staff updates, and Council meeting highlights.
- Assist with drafting and editing public documents, reports, and policy communications.

QUALIFICATIONS

- Post-secondary education in Communications, Public Relations, Journalism, or a related discipline.
- Minimum of 3–5 years of experience in a communications, media relations, or public affairs role (municipal or government experience preferred).
- Exceptional writing, editing, and presentation skills.
- Experience managing websites, social media platforms, and digital content tools.
- Strong interpersonal and organizational skills, with the ability to work collaboratively across departments.
- Ability to manage multiple priorities, meet deadlines, and exercise discretion and sound judgment.
- Proficiency in Microsoft Office and content management systems (e.g., WordPress).
- Graphic design and photography skills are assets.
- Valid Class 5 driver's license and access to a vehicle.

Working Conditions:

- Work is primarily performed in an office environment with occasional off-site meetings and events.
- Standard workday of 8 hours, with occasional evening or weekend work required for meetings, events, or emergencies.
- Frequent use of computers, telephones, and digital communication tools.

Incumbent

Director of Support Services

Date