



COMMUNICATIONS & ENGAGEMENT SPECIALIST

Full Time - Exempt

Join our Team!

Nestled on the eastern shores of spectacular Vancouver Island the Town of Ladysmith has a population of approximately 9,000 people, provides an inviting small town atmosphere and yet is only a short commute to all the amenities of a major urban centre. Residents enjoy excellent community and recreational facilities and year round opportunities for outdoor enthusiasts.

Posting Date

August 28, 2026

Application Deadline

September 18, 2026, 4:00 pm

Application Information

Visit ladysmith.ca/careers to view the job description for a full list of qualifications and to find out the status of this posting and other employment opportunities with the Town of Ladysmith.

Are you interested in joining our team? If your background mirrors our requirements, we'd love to hear from you. Please submit a cover letter and resume in confidence to:
careers@ladysmith.ca
 Competition #2026-26

Position Overview

Reporting to the Manager of Corporate Services, this position is responsible for assisting in the development and implementation of the Town's corporate communications and public engagement strategies. Responsibilities include but are not limited to creating a variety of communications materials and publications, as well as creating and/or managing corporate identity, social media, advertising and awareness campaigns and public engagement strategies. The Communications & Engagement Specialist will be required to work closely with elected officials and senior staff on sensitive and confidential matters.

Qualifications

- Minimum two-year diploma in Public Relations, Communications or Journalism from a recognized post-secondary institution, or equivalent combination of education and experience;
- Minimum of two years recent related experience including corporate communications, media relations, public engagement, social media and policy development, preferably in local or other government;
- Excellent writing, editing and proof-reading skills;
- Proven proficiency in Microsoft Office and Adobe Creative Suite as well as a variety of, content management, electronic publishing and online engagement tools;
- Demonstrated success in communicating effectively using a variety of media and platforms;
- Sensitivity to the political and organizational environment;
- Proven ability to respect and maintain strict confidentiality when developing highly sensitive communications strategies and materials;
- Excellent communication and interpersonal skills;
- Strong ability to process information, analyze and problem-solve;
- Strong ability to meet tight deadlines and competing priorities; ability to be extremely flexible;
- Ability to work with minimal supervision and be self-motivated;
- Available to attend after hours and weekend meetings as required.

Additional Information

- The Town offers a generous benefits package and an attractive salary range of \$94,508-\$100,167. The starting salary will be based on qualifications and experience in accordance with the Town of Ladysmith Exempt Staff Compensation Policy. Many other advantages are also offered, including career and professional development opportunities, and a supportive work environment.
- Employees currently receive Wellness Initiatives, including use of facilities at Frank Jameson Community Center.

Position Description

Position: Communications & Engagement Specialist

Reports to: Manager of Corporate Services

JOB SUMMARY

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PRIMARY DUTIES & RESPONSIBILITIES

- Research, draft and implement corporate and issues-based communications and engagement strategies in consultation with the Manager of Corporate Services and/or relevant department manager;
- Develop and assist in implementing an annual communications plan to meet corporate objectives;
- Identify communications issues and opportunities, and recommend appropriate strategies;
- Draft news releases, speaking notes, briefing notes, advertisements, backgrounders and other communications materials as required;
- Develop social media campaigns and posts to support corporate communications and engagement strategies and plans;
- Write, edit and coordinate production of Town publications such as the Annual Report and Financial Plan, newsletters and brochures;
- Draft and edit copy for Town advertisements, and create layout as required;
- Develop policies and procedures regarding standards for corporate communications and brand imaging;
- Assist staff in other departments with designing and delivering communications and engagement plans and documents for the public to ensure consistency with Town communications objectives and standards;
- Evaluate the effectiveness of Town communications and engagement programs and recommend changes and improvements;
- Maintain strict confidentiality of communications strategies and materials until publication, as required; and
- Other duties as required.

REQUIRED SKILLS, KNOWLEDGE & ABILITIES

- Minimum two-year diploma in Public Relations, Communications or Journalism from a recognized post-secondary institution, or equivalent combination of education and experience;
- Minimum of two years recent related experience including corporate communications, media relations, public engagement, social media and policy development, preferably in local or other government;
- Excellent writing, editing and proof-reading skills;
- Proven proficiency in Microsoft Office and Adobe Creative Suite as well as a variety of, content management, electronic publishing and online engagement tools;
- Demonstrated success in communicating effectively using a variety of media and platforms;
- Sensitivity to the political and organizational environment;
- Proven ability to respect and maintain strict confidentiality when developing highly sensitive communications strategies and materials;
- Excellent communication and interpersonal skills; ability to communicate with tact and discretion when responding to requests, settling disputes or clarifying information for municipal officials, members of the public and fellow employees;
- Strong ability to process information, analyze and problem-solve;
- Strong ability to meet tight deadlines and competing priorities; ability to be extremely flexible;
- Ability to maintain concentration and provide attention to detail and accuracy;
- Willingness to commit to quality pro-active results;
- Ability to work with minimal supervision and be self-motivated;
- A personal commitment to service, ability to provide friendly, helpful, knowledgeable, and timely assistance; and
- Available to attend after hours and weekend meetings as required.