

Advertisement



Situated in the heart of New Brunswick, the City of Fredericton blends urban energy with small-town charm. Recognized internationally for its municipal and community efforts, Fredericton prides itself on being a smart, sustainable city. It offers a cost-competitive business environment and a balanced lifestyle, enriched with abundant recreational and cultural amenities.

As a center for IT and knowledge industries, government and education, Fredericton is home to the largest concentration of knowledge-based businesses in the province. It is also one of the fastest-growing cities in Atlantic Canada, reflecting its dynamic and forward-thinking nature. The City is committed to fostering innovation and sustainability, ensuring a high quality of life for its residents. Fredericton's vibrant community is supported by the collaborative spirit of those working together to make it the most vibrant small city in North America. The City's vision focuses on growth, inclusivity, and resilience, making it an ideal place for both businesses and families to thrive.

Reporting to the Chief Administrative Officer (CAO), and a member of the Senior Leadership Team, the **Managing Director, Communications** is responsible for leading the City's corporate communications strategy to enhance transparency, engagement, and trust with residents, employees and stakeholders. This new role provides direction and oversight for all corporate communications, including Fire and Police services, ensuring alignment with this growing City's goals and priorities.

Key responsibilities:

- Lead the development and implementation of a comprehensive communications strategy that takes into account the unique realities of the City in this moment.
- Ensure alignment of all communications efforts with the City's strategic vision, municipal growth priorities, and long-term goals.
- Support the Mayor and Council by developing key messages, seizing opportunities to build our brand, create trust and lead narrative.
- Lead all communications and engagement efforts, ensuring messaging inspires confidence, transparency, and public trust.
- Manage high-profile public relations campaigns and foster innovation in communications.
- Contribute to the development of a corporate brand and ensure all communication reflects it.
- Handle media inquiries and incident communications.
- Mentor and manage the communications team of 5.
- Coordinate employee communications activities.

As the ideal candidate you:

- Bring 10+ years of progressive communications leadership experience.
- Are known for your ability to see around corners, anticipating influences on your organization.
- Have experience working within complex policy and legislative frameworks with the ability to ensure communications strategies align.
- Are recognized as a trusted advisor, offering insightful counsel on strategy and public engagement. Experience advising elected officials in these areas is considered an asset.
- Have a strong foundation in both proactive and crisis communications.
- Are known to foster a high-performance culture as a leader and mentor.

- Proven track record in the public sector or similarly complex governance models; experience in municipal settings is an asset.
- Proficiency in French is considered an asset.

If you are interested in this opportunity, submit your application online at <https://www.kbrs.ca/Career/17398926728230000008smz>.

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