



EMPLOYMENT OPPORTUNITY

Communications Coordinator- Permanent Part Time

Who WE Are

The Town of Crossfield, located just 30 minutes north of Calgary and 15 minutes from Airdrie, is a fast-growing, vibrant community with a population of over 4,200 residents. As a mid-sized town, Crossfield offers the perfect blend of small-town charm and access to big-city amenities, making it an ideal place to live and work. Our progressive, collaborative work environment is built on teamwork, innovation, and a shared commitment to enhancing the quality of life for our residents. Join us in helping shape the future of Crossfield as we continue to grow and thrive.

YOUR Opportunity

The Town of Crossfield is seeking a creative and strategic Communications Coordinator to lead the development and delivery of clear, consistent, and engaging communications for residents, stakeholders, media, and staff. This role plays a key part in strengthening public trust and ensuring that messages reflect Council priorities and operational needs.

Reporting to the Legislative & Administrative Services Manager, the Communications Coordinator works closely with Supervisors and Managers to create and implement an annual communications plan. The position is responsible for developing content, managing design and formatting, and maintaining brand consistency across all channels. The successful candidate will also provide timely support for urgent messaging, including crisis and emergency communications.

This position requires an innovative, detail-oriented professional with exceptional writing, design, and organizational skills, combined with the ability to manage multiple priorities in a fast-paced environment.

YOUR Essential Functions

Social Media Monitoring & Updates:

- Monitor official Town social media platforms daily for interactions, questions, and feedback.
- Create and post timely, accurate, and engaging content promoting Town services, programs, projects, and events.
- Track and analyze engagement metrics to measure effectiveness and guide strategies.

Annual Communications Plan:

- Collaborate with Supervisors and Managers to identify and schedule key messages, campaigns, events, and notices.
- Draft content, design, and formatting aligned with Town branding.
- Ensure messages are reviewed and approved prior to release.
- Maintain flexibility to adjust for emerging priorities, urgent issues, or Council direction.

Communications Support:

- Support logistics for open houses, public information sessions, and community events.

- Develop supporting materials such as invitations, posters, fact sheets, presentations, web content, and signage.
- Provide on-site support including photography, live updates, and resident assistance.
- Draft and distribute news releases, public notices, newsletters, and service announcements.
- Provide input into communication-related policies, procedures, and bylaws as required.

Crisis & Emergency Communications:

- Partner with leadership and emergency management to deliver timely, accurate, and clear public information.
- Develop and maintain a crisis communications protocol aligned with emergency response plans, in collaboration with Senior Management Team.
- Use multiple channels (website, social media, media releases, notices) to distribute urgent updates.
- Support post-incident communications, including summaries and follow-up notices.

Brand & Content Management

- Ensure consistent use of Town branding across all communications.
- Support efforts to keep the Town's website current, accessible, and user-friendly.
- Maintain photo and content libraries for ongoing use.

What YOU Bring

Education & Experience:

- Diploma or degree in Communications, Public Relations, Marketing, or a related field.
- Minimum 2–4 years of experience in communications, media relations, or a similar role.
- Strong understanding of digital platforms, analytics, and content creation tools.
- Experience with crisis communications and public engagement are considered an asset.
- An equivalent combination of education and experience may be considered.

Skills & Abilities:

- Excellent written and verbal communication skills.
- Ability to translate complex information into clear, accessible messaging.
- Strong organizational skills and ability to manage multiple priorities.
- Creative thinking, problem-solving, and adaptability.
- Ability to work collaboratively across departments and with external partners.
- Commitment to professionalism, accuracy, and confidentiality.

What WE Provide

This is a permanent part-time position (21 hours per week), generally scheduled Monday to Friday; some evenings and weekends may be required. The Town of Crossfield offers a competitive wage, pension plan, and an excellent benefits package (pro-rated for part-time staff), as well as a supportive team environment.

Join the Town of Crossfield and be an integral part of a dedicated and community-focused team!

How to Apply:

Interested candidates are invited to submit their resume and cover letter to:

Human Resources, Town of Crossfield

Box 500, Crossfield, Alberta T0M 0S0

Email: HR@crossfieldalberta.com

The position will remain open until **October 3, 2025**. Please note that all applicants must be legally entitled to work in Canada. We thank all applicants for their interest; however, only those selected for an interview will be contacted.