

A large blue square containing the word "Edmonton" in white, bold, sans-serif font. The letter "E" is stylized with a circular cutout on its left side.

Edmonton

OPPORTUNITY PROFILE

Chief Communications Officer

THE CITY OF EDMONTON

With a population reaching one million people, Edmonton is one of Canada's fastest-growing cities.

Edmonton's character is marked by its openness, inventiveness, risk taking and collaboration. People and organizations work together here to solve problems and go after opportunities.

The City's population is among Canada's youngest. Six post-secondary institutions turn out thousands of graduates each year, who are ready to work and eager to bring their ideas to life. Diversity, rich culture and arts, and a strong social fabric add to Edmonton's strengths.

Edmonton is a relationship-based city that believes fundamentally that when we listen and work together, we make better decisions. We get to better places. We achieve better outcomes.

Our Corporate Promise

Working together, aligned with City Council, we enable a better life for all Edmontonians.

In order to deliver on our Corporate Promise, we need to create a positive employee experience.

The City of Edmonton is committed to creating and sustaining a positive employee experience.

To build this, we **listen** to understand the unique perspectives, experiences and feelings of employees, **learn** from those perspectives and ideas, and **lead** by using what we learned.

Our Commitment to Equity, Diversity, Inclusion, and Anti-racism

The City of Edmonton is committed to equity, diversity and inclusion and recognizes that a diverse workforce benefits and enriches the work and learning environment, and is essential to public service excellence. The City is committed to creating a culture free of racism, and fostering an environment of diversity and inclusion as identified in its [Anti-racism Strategy](#) and the [Art of Diversity and Inclusion Framework](#). The City welcomes applications from all qualified individuals and encourages women, members of racialized communities, Indigenous persons, persons with disabilities, and persons of any sexual orientation or gender identity to apply for this Chief Communications Officer position. All qualified candidates are encouraged to apply.

Our Cultural Commitments

As City of Edmonton employees, our roles are diverse. We have distinct backgrounds, unique responsibilities and a kaleidoscope of different perspectives. One thing that unites us, however, is our shared promise to those we serve:

"Working together, aligned with City Council, we enable a better life for all Edmontonians."

It is this promise, that we are all leaders of service, that aligns us in shared purpose and builds a strong, positive culture.

Our Cultural Commitments of Safe, Helpful, Accountable, Integrated, and Excellent inspire us to do our best work to meet that promise. They remind us why we're all here—for the love of our city.

Our Cultural Commitments are the foundation of the employee experience: Safe, Helpful, Accountable, Integrated and Excellent.

Safe - We value, respect, and protect the physical, mental, and emotional well-being of each other and those we serve.

Helpful - We care about people's experiences. We work with them and for them to seize opportunities, address challenges, and deliver outstanding service.

Accountable - We are trusted and empowered to embrace our responsibility for our actions, decisions, and behaviours.

Integrate - We get the best results when we align our diverse ideas, knowledge, and efforts in shared purpose.

Excellent - We perform to the highest standard. We passionately pursue innovation and continuously improve ourselves, our teams, and our city.

Learn more here: www.edmonton.ca/our-culture

THE OPPORTUNITY

The City Plan, Council's policy direction, and ensuring a consistent City of Edmonton presence across social and traditional media channels are the areas of focus for the Chief Communications Officer. The role works collaboratively with the Executive Leadership Team as the primary agent of the City Manager's strategic management and integration accountability and is highly focused on strategic-level communications. Proactively, the Chief Communications Officer will play a transformative role in how the City communicates its lived experiences and how this is shared effectively.

While the City has a decentralized model with communications as part of various departments, the corporate orientation for the Chief Communications Officer includes strong central programming for brand initiatives, effective stewardship of corporate communications channels, an effective crisis and issues management response program, and an integrated approach to service delivery. The external orientation includes ensuring a strong and balanced community voice in how the City demonstrates progress on key initiatives and a solid understanding of Edmontonians' views through the leadership of a corporate research and engagement program.

The Communications branch leads the City's brand, ensuring alignment across the organization, and ensuring that the City is communicating steady progress in meeting Council's priorities. The role focuses on creating the conditions for success for the City, which includes working with the Executive Leadership Team, Council, Edmontonians, industry leaders, educational institutions and political/executive leaders in other orders of government.

As the voice for reputational and integrated communications at the Executive Leadership Team table, the role ensures that broad corporate systems are aligned to delivering Council's strategic priorities as outlined within [ConnectEdmonton](#) and [The City Plan](#). Additionally, the role reflects the Executive Leadership Team's strategic agenda in the leadership of their respective branch, and the allocation of resources to support corporate communications on key priorities. This requires a focus on ensuring a systems thinking perspective is adopted in leading the affairs of the corporation and branch.

Reporting to the City Manager, the Chief Communications Officer leads a team of approximately 80 employees (through three direct reports) who strategically guide, develop and deliver aligned messaging and information related to the City and its work with the community.

The Chief Communications Officer works closely with City Council, the Executive Leadership Team, department leadership teams and key external partners with a customer-centric focus, all while continuously evaluating and improving the design and delivery of services. By taking a strategic and systems perspective, the role helps ensure that communications practices in individual departments reflect an integrated perspective and a commitment to a consistent resident experience.

- The outcomes of a high-performing branch led by the role include:

- A corporation that operates with a high degree of credibility and integration, achieved through its degree of organizational effectiveness
- A corporation and branch that operate with the trust and confidence of Edmontonians, Council, the Executive Leadership Team and staff
- An ability to definitively demonstrate effective and efficient use of resources in the achievement of outcomes
- Delivery systems that predictably and reliably deliver on (broadly defined) expectations for information to be communicated quickly, accurately, and effectively
- A corporation that operates with a high degree of employee engagement

KEY ROLES & RESPONSIBILITIES

Leadership

- Establish, demonstrate and hold others accountable to behave consistently with the values of the corporation's cultural commitments
- Ensure that values are reflected in branch and corporate processes, practices, leadership style and culture
- Collaborate across the corporation to develop action plans to enhance communication, solve problems creatively, promote integration, and support excellence
- Ensure direct reports are empowered, have the competencies, and are well-equipped to perform their roles
- Provide mentorship and support, and promote staff development and succession planning
- Monitor employee engagement and ensure branches are developing and implementing action plans as necessary
- Demonstrate alignment with the Cultural Commitments of Safe; Helpful; Accountable; Integrated; and Excellent, fostering an environment for others to do the same. For more information on the City's Cultural Commitments, please visit www.edmonton.ca/our-culture
- Demonstrate the foundational competencies, key behaviours and attributes of the City's six leadership competencies: Courage, Inclusivity, Values-Based Influencer, Collaborative Networker, Systems Thinker and Creative Innovator. For more information on the City's leadership competencies, please visit www.edmonton.ca/our-culture

Strategic Management

- Build a deep understanding of the overall corporate context, direction and priorities and translate this into strategies and priorities; support, sponsor and mobilize corporate initiatives
- Actively lead the development of communications strategies for elements of ConnectEdmonton and The City Plan, and translate the strategic direction of those plans into communications actions that convey Council's and the Executive Leadership Team's vision, priorities, and actions
- Lead the development of an integrated crisis communications program, and ensure the corporation's readiness to meet communications needs

- Lead the development of an integrated issues management approach on matters involving multiple departments
- Apply critical thinking to the strategic management and decision-making processes of the corporation and branch
- Bring an external perspective, gained through interactions with community, industry and other external stakeholders, to the strategy process
- Fully embrace the corporation's integration agenda
- Operate as a servant leader in the formation and implementation of strategy

System Alignment

- Create the social and human systems necessary to deliver the technical work of the corporation and branch
- Assure the alignment of structure, process, competencies, leadership style and culture to the strategy of the corporation and branch
- Build and sustain the capacity of teams and individuals necessary to deliver the strategy

Oversight, Assurance & Financial Stewardship

- Assure the effectiveness of corporate and branch systems through comprehensive, accurate and transparent reporting and performance management (e.g., key performance indicators)
- Ensure the prudent and effective use of financial resources in the conceptualization and delivery of the corporation's and branch's work
- Apply business acumen and critical thinking in the use of resources; have full knowledge of the budget and cost drivers inherent in the branch, and corporate business model

Relationship Management

- Create, leverage and maintain relationships necessary to advance the corporate and department strategy and reputation of the corporation, including building and sustaining professional relationships with the Executive Leadership Team, peers, Council, Edmontonians, industry/sector leaders, business partners and staff

KEY PRIORITIES

1. Drive business excellence and lead the delivery of integrated communications services across the corporation.
2. Build and protect the City's reputation and brand through facts, data, and good clear communications. Be first with the truth.
3. Ensure an integrated and aligned public voice for the organization.
4. In collaboration with the Executive Leadership Team, advance key initiatives, Council priorities and The City Plan.
5. Provide advice to Council and the Executive Leadership Team.

THE PERSON

QUALIFICATIONS & EDUCATION REQUIREMENTS

- A university degree in communications, public relations, marketing, journalism or a relevant discipline or any combination of education, training, and experience deemed equivalent
- Demonstrated experience in leading large, culturally diverse and complex teams within a multi-stakeholder and unionized environment
- Extensive experience in corporate communications, public, government and/or media relations, particularly in a senior management role
- Highly developed intuition and proven relationship builder with internal and external stakeholders
- Excellent understanding of technical aspects of the communications profession including new and emergent communications technologies and channels, writing, print and production, advertising, marketing, social marketing, strategic communications, and issues management

KNOWLEDGE, SKILLS & ATTRIBUTES

- Demonstrate exceptional communication and interpersonal skills and abilities. An excellent communicator with high proficiency in listening, writing, verbal communication and consensus-building; superior written and oral communication, interpersonal, presentation, facilitation, mediation, and negotiating skills; possesses the ability to communicate with impact and to convey intent; is able to cultivate productive working relationships internally and externally
- Understanding of ConnectEdmonton and The City Plan
- Demonstrate strong political acumen and awareness of the reputation of the City when communicating with internal and external stakeholders
- Experience working in both a centralized and decentralized environment
- Lead and motivate teams while building healthy, respectful and inclusive workplace environments that enable staff to reach their potential while strengthening organizational capacity
- Operate as a strategically agile leader able to anticipate business opportunities and influence enterprise-wide policy planning and initiatives
- Reflect a citizen-centric approach as an inclusive leader that fosters collaborative environments and demonstrates courage, creative innovation and systems thinking
- Bring an external perspective, gained through interactions with diverse multicultural communities, industry and other external stakeholders, to the strategy process
- Act as a change agent while inspiring staff and colleagues at all levels in all roles
- Present complex ideas to diverse audiences, build positive relationships and establish clear expectations
- Demonstrate service excellence, embracing diversity and promoting inclusiveness
- Demonstrate leadership skills. Build commitment, sell the vision and influences others; delegate and empower managers and staff; build organization talent (coach, teach and attract new talent into the organization); understand organizational change as a human, not (only) a technical process; foster great

teamwork and develop teams; demonstrate accountability and performance management; have a strong citizen focus

- Integrate systems thinking into the branch operating practices. Create a strategic vision and direction for the branch; plan the strategy and understand the environment; build, refine, adapt and implement the strategic and business plans and align budgets to these plans. A broad systems thinker; anticipate and consider external dynamics. Is able to conceptualize the nature and evolution of a large organizational unit and translate that into a strategy that will be effective in supporting the achievement of an organization's strategic and operational objectives; demonstrate sound judgment to translate broad directives and strategies into definable goals, specific plans, and action items
- Demonstrate strong relationship-building skills. Experience working in multiple stakeholder environments where extensive consultation and collaboration are critical to project success
- Organize people, work and resources. Demonstrate the ability to mobilize resources to achieve outcomes; continuously adapt the organizational model (structure, processes, competencies, leadership style and culture) to deliver the strategy; build a succession of talent into the work plan
- Develop and create an organizational culture that encourages change, drives innovation and is continuously learning. Able to encourage others to accept change and guide them to effectively and efficiently move through the transition. A coach and mentor with the demonstrated ability to learn, and in turn train and develop others to improve their skills and abilities; set high standards and hold people accountable
- Demonstrate strong analytical skills. Is skilled at using analysis to assess complex situations, anticipate outcomes, and provide advice and focus that lead to positive preferred courses of action

COMPENSATION

A competitive compensation package will be provided including an attractive base salary and excellent benefits. Further details will be discussed in a personal interview.

TO APPLY

To apply for this significant leadership opportunity, please submit a comprehensive resume along with a cover letter in confidence to:

Anurag Shourie or Wendy Romanko or Deepthi Koshy

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