



**Job Title:** Manager - Communications & Public Relations

<b>Competition Number:</b> GRO-01-24	<b>Department:</b> Growth
<b>Posting Category:</b> Open	<b>Division:</b> Communications & Public Relations
<b>Job Type:</b> Full-Time	<b>Affiliation:</b> Managerial
	<b>Location:</b> CA-ON-Thunder Bay
<b>Min:</b> CAD \$128,508.12/Yr.	<b>Max:</b> CAD \$151,186.01/Yr.
<b>Pay Band:</b> 13	<b>Number of Positions:</b> 1
<b>Effective Date:</b> November 21, 2024	<b>Supersedes Date:</b> New
<b>Posted Date:</b> November 25, 2024	<b>Post End Date:</b> December 22, 2024

**The Corporation of the City of Thunder Bay  
has a rewarding opportunity for a  
[Manager – Communications & Public Relations!](#)**

**Work Location:** Thunder Bay

Thunder Bay is the largest community on Lake Superior. With a census metropolitan area population of 123,258 (Census 2021), it is the most populous municipality in Northwestern Ontario. Deeply rooted with European and Indigenous cultures, Thunder Bay is the sixth most culturally diverse community of its size in North America. The community values a high quality of life and promotes a clean, green, beautiful and healthy community that provides economic opportunity, respects diversity and provides affordable and safe neighborhoods that are accessible to all.

Thunder Bay is a vibrant community and is the region's commercial, administrative, and medical hub. From trees to transportation to the new frontier for research, health and life sciences, the community stands for hard work and innovation. The City by the Bay is home to 38 elementary schools, three middle schools, eight secondary schools, two private schools, an adult education facility, a post-secondary college and a university institution that provides a medical school and a law school.

As a four-season outdoor paradise Thunder Bay is the sunniest city in eastern Canada with an average of 2121 hours of bright sunshine each year. It is also one of the most dynamic "Cultural Capitals of Canada". Residents and visitors of Thunder Bay enjoy the harmony of a city rich in wide-open green spaces, parks and wilderness - and a major centre for visual and performing arts, and culture.

If you truly enjoy the advantages of work life balance that a smaller city provides in a large organizational setting, then come join us!

If you already live here, we can't wait for you to join our team!

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### **The Opportunity**

As the Manager – Communications & Public Relations, you will serve as the senior advisor and leader responsible for the development, execution, and oversight of the City of Thunder Bay's comprehensive communications and branding strategy. This senior-level position ensures the alignment of all communication efforts with the City's strategic vision, municipal growth priorities, and long-term goals. The Manager leads a dynamic team, manages high-profile public relations campaigns, and fosters innovation in communications to enhance Thunder Bay's reputation locally, nationally, and globally. Through strategic partnerships, collaboration with senior leadership, and proactive stakeholder engagement, the Manager ensures that the City's messaging inspires confidence, transparency, and public trust. A key area of responsibility includes the overall communication of the city's Smart Growth Plan.

### **Ideal Candidate**

The ideal candidate will have the following:

- Degree in communications, public relations, marketing or a related field with 8 years of progressively senior leadership experience in strategic communications, branding, and public relations, preferably in the public sector environment
- Advanced knowledge of emerging communication technologies, trends, and best practices
- Advanced expertise in digital marketing tools, analytics, and platforms, with demonstrated success in SEO, SEM, and social media marketing
- Proven track record of managing high profile public relations campaigns and navigating complex political and public sector landscapes
- Experience in business and human resource management
- Experience in business management, planning, budgets and finance
- Advanced proficiency in developing and executing multi-channel communication strategies, including traditional and digital platforms
- Superior ability to build and maintain effective relationships with diverse stakeholders, including City Council, senior executives, community leaders, and the public

For a full detailed job description, click [here](#)

### **Why Work for the City of Thunder Bay (CTB)?**

When you work for the City of Thunder Bay, you are part of our team, and here you can:

- Experience your importance
- Unleash your potential
- Know your work matters
- Embrace diversity
- Make a difference
- Join a dedicated team
- Build community

Learn more about the top reasons to work at the CTB: <https://www.thunderbay.ca/en/city-hall/jobs.aspx>

### **Great Tangible Benefits**

As an employee with the Corporation, you will be in receipt of the following amazing benefits:

- Great competitive salary and fantastic matching pension plan
- Great paid vacation and holidays
- Strong health benefits coverage – employer paid health, vision, & dental benefits
- Excellent life insurance & accidental death & dismemberment insurance (2 times your annual salary)
- Fantastic employee family assistance program (EFAP)
- Great employee wellness program
- Supportive career progression opportunities
- Great corporate training & leadership development
- Great tuition reimbursement program (continuous learning)
- Voluntary leave purchase plan

### **Beautiful Thunder Bay**

Learn why Thunder Bay is such a great place to live and work: <https://gotothunderbay.ca/why-thunder-bay/>

### **How to Apply**

We can't wait for you to join us and be a part of our team!

For a detailed job description, including job responsibilities and to apply please visit: [www.thunderbay.ca/jobs](http://www.thunderbay.ca/jobs)

### **General Information:**

As an equal opportunity employer, the City of Thunder Bay encourages applications from Indigenous peoples, persons with disabilities, members of visible minority groups, women and members of the 2SLGBTQ+ community.

**ONTARIO HUMAN RIGHTS CODE:** It is a contravention of the Human Rights Code of Ontario to discriminate on the basis of: race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, marital status, family status, disability, age, record of offences, gender identity or gender expression. Therefore, a resume submitted to the City must not include references to any of the above characteristics. Do not include:

- Photos
- Any certificates that have photo identification
- Driver's licences
- Police records checks

Note: The above documentation will be requested by the Human Resources & Division should you be the successful applicant. If a Criminal Record Check is required, it will be requested by Human Resources should you be the successful applicant. Please do not submit your Criminal Record Check with your application.

**ACCOMMODATION:** Reasonable accommodations are available upon request for all parts of the recruitment process.

**PRIVACY:** Personal information on this form is collected under the authority of the Municipal Act, c. 302, as amended, and will be used to determine eligibility for employment. Questions about this collection of personal information should be directed to the Human Resources & Corporate Safety Division, 125 Syndicate Ave Suite 42, Thunder Bay, Ontario, P7E 6H8, Telephone: 625-3866

The City of Thunder Bay is a place where art, culture and nature come together!