



Job Posting 26-35

Communications Coordinator – Digital Content

The Town of Cobourg is seeking a full-time Communications Coordinator – Digital Content!

This position will be responsible for providing communications expertise and support to the Communications Department and Manager, with a strong focus on digital content. Overall responsibilities include the continued execution of internal and external communication programs, including media relations, communication product content development and production, coordination of website content and design, public relations and marketing activities.

The primary duties of this position include but are not limited to the following:

- Provide communications and administrative support to the Communications Department in regards to both internal and external communications.
- Specializes in managing the Town's website and social media channels.
- Monitor social media accounts to ensure accuracy of information, flag inappropriate content or need for crisis communications response.
- Assist in the delivery of communications plans, presentations, and reports.
- Assists with the coordination and facilitation of special events that come through the Communications Department, meetings, and activities for the purpose of ensuring these activities are well planned and operate smoothly.
- Ensure the Town of Cobourg's website, intranet and social media channels have regular, quality content posted featuring our diverse programs, services and accomplishments.
- Assist in creating dynamic campaigns for web and social media
- Film, edit and promote short-form videos that highlight various municipal services.
- Create original content for newsletter articles and other written communications.
- Proof advertising and other promotional / marketing materials for grammar, readability, and adherence to corporate communications requirements including branding and visual standards.
- Maintain templates and update style guide to enhance our brand.
- Assist in the development of signage and informational boards for municipal departments to ensure branding is consistent across the Town of Cobourg.
- Ensure protected digital assets are readily accessible to required internal users while meeting legislated requirements for privacy.

EDUCATION/EXPERIENCE/SKILLS:

- Completion of a post-secondary program in Public Relations, Communications, Journalism, or Marketing related field.
- A minimum of one (1) year of experience in a communications, journalism or public relations role creating dynamic campaigns for web and social media using tools such as Hootsuite, Govstack CMS, Meta, Canva, MailChimp and other website content management and digital marketing tools
- Municipal experience or experience working within the public sector would be preferred.
- Diplomacy when dealing with staff, Council and members of the public.
- Superior writing, editing and verbal communication skills.
- Ability to lead the drafting of press releases and community notices.
- Proficiency with Microsoft Word, Excel, Outlook and presentation software; proficiency in Google Analytics would be an asset.
- Strong team player able to work collaboratively, take responsibility, and understand his/her role in building positive public perception of the organization.
- Must maintain confidentiality and be respectful of sensitive situations.
- Ability to interpret, implement and adhere to organizational policies and procedures.
- Access to a reliable transportation and ability to travel from multiple worksites is required.
- Must obtain a Satisfactory Criminal Record Check upon employment.



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The wage rate for this position is \$29.70 per hour (starting rate of Grade 6 – CUPE Collective Agreement 2025 - 2027) to \$37.13 per hour.

Interested applicants should forward a PDF copy of their cover letter and resume (one document) in confidence to the attention of the Human Resources Department at humanresources@cobourg.ca no later than **July 31, 2026**. Internal applicants please submit no later than July 23, 2026 at 4:00pm. We thank all applicants for their interest, however, only those selected for an interview will receive a response.

In accordance with the Municipal Freedom of Information and Protection Privacy Act, the information gathered is collected pursuant to the Municipal Act, 2001, as amended. The Town of Cobourg is an equal opportunity employer that is committed to inclusive, barrier-free recruitment and selection processes. If contacted for an employment opportunity, please advise Human Resources if you require accommodation.