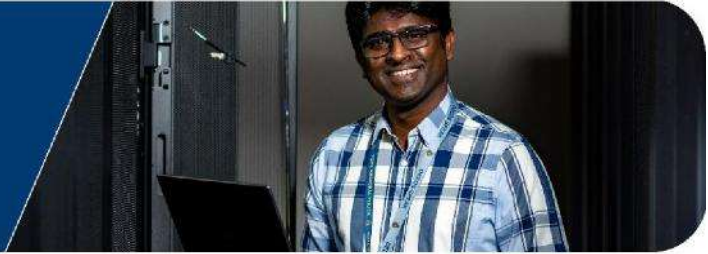




Internal JOB POSTING



REFERENCE:	2043
POSITION TITLE:	Coordinator, Media Relations
DEPARTMENT:	Media Relations, Marketing, Communications & Brand
SALARY:	\$97,211 - \$103,237 (Band 5)
STATUS:	One (1) permanent position
LOCATION:	York Regional Police Headquarters
OPENING DATE:	October 20, 2026
CLOSING DATE:	November 2, 2026

Position Purpose

The Media Relations Coordinator is responsible for managing key relationships with various media outlets, as well as assisting in communicating updates through press releases and press conferences.

Major Duties & Responsibilities

Works directly with media outlets to organize and create proactive content and messaging to support York Regional Police priorities.

Creates and publishes high-quality content on digital and social media platforms, including Instagram, Facebook, X, TikTok, YouTube and LinkedIn.

Ensures that all communications are accurate and consistent with developed standards and practices, following York Regional Police guidelines for brand voice, social media engagement, etc.

Supports real-time messaging during incidents, press conferences and York Regional Police events.

Captures video and photo content at York Regional Police events, and from scenes and assignments.

Works on post-production tasks including reviewing footage, rough cuts, audio, colour, correction, simple motion graphics, and final editing using software such as Adobe Premiere and/or After Effects, InShot, Capcut, etc.

Uses live-streaming technology to create and share content directly from on-site to social media channels and broadcast partners during emergencies, high-profile investigations and operations, press scrums, etc.

Proactively monitors and scans media manually and with use of media monitoring tools to identify relevant incidents, media touch points, trends or potential stories to address and inspire engagement and content.

Generates and pitches story ideas, content formats, etc. to MARCOM peers, supervisors and management.

Collaborates with media relations officers, partners and spokespeople to produce content.

Identifies and tracks KPIs using social media publishing and analytical tools.

Provides regular reporting around performance metrics, including reach, engagement, sentiment, etc. to contribute to MARCOM strategic planning.

Participates in strategic planning for MARCOM digital platforms and contributes to the bureau's operating plan.

Supports the MARCOM editorial calendar to tie-in content with existing campaigns, planned events, seasonal initiatives, etc.

Education, Licensing & Certifications

Completed two (2) year post-secondary diploma in journalism, communications, marketing, public relations, media studies or related field.

Experience

Minimum three (3) years of prior related experience in media relations/public information and digital/social content production, including field capture and post-production editing, publishing on major social platforms, and performance reporting/analytics.

Skills

Experience in a public sector, emergency services, or other high-accountability environment with time-sensitive communications is preferred.

Strong media relations and journalism literacy with experience building and maintaining trusted media relationships and preparing communications.

Demonstrated writing and editing skills for clear press releases, drafting key messages, statements and assessing tone, clarity and risk.

Analytical skills for media monitoring and tracking KPIs with the ability to turn data into insights and recommendations.

Demonstrated experience with creative content creation and editing graphic materials.

Demonstrated ability to multi-task, adjust priorities and meet deadlines while working in a fast-paced environment.

Experience software; Adobe Premiere and/or After Effects, InShot, Capcut, etc.

How To Apply

Members must submit their application directly to the posting on the Careers section through the SuccessFactors Dashboard by the closing date in order to be considered for this opportunity as an internal applicant. Please include a personal email address on your resume to ensure you receive all notifications regarding the recruitment process. Questions regarding this position should be directed to Kristine Ockwell #5791, Supervisor – Civilian Recruiting Unit.

Please note this is an internal job posting, no external applications will be considered at this time. In accordance with Article 35 of the Civilian Working Agreement, all resumes must be received by the closing date. Resumes received after this date will be considered external candidates.

York Regional Police is committed to fairness and equity in our recruitment and selection process, and in building and retaining a talented and diverse workforce representative of the community we serve. All York Regional Police employment policies and procedures are intended to be non-discriminatory and barrier-free, in accordance with the Accessibility for Ontarians with Disabilities Act, 2005.

Accommodations for applicants with disabilities are available upon request during recruitment processes and throughout employment. Should you require an accommodation during the recruitment and selection process, including accessible formats and communication supports, please contact talent@yrp.ca.

VISION-INSPIRED

MISSION-FOCUSED

VALUES-DRIVEN