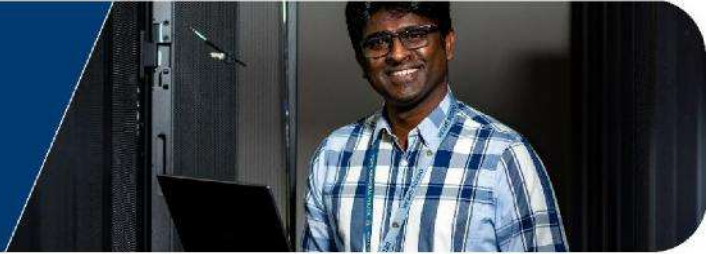




Internal JOB POSTING



REFERENCE:	2044
POSITION TITLE:	Strategic Communications Specialist
DEPARTMENT:	Strategic Communications, Marketing, Communications & Brand
SALARY:	\$112,472 - \$118,499 (Band 7)
STATUS:	One (1) permanent position
LOCATION:	York Regional Police Headquarters
OPENING DATE:	October 22, 2026
CLOSING DATE:	November 4, 2026

Position Purpose

The purpose of the position is to develop and coordinate high quality communications projects for internal and external audiences. The Strategic Communications Specialist is responsible for the public relations, marketing duties and the management of social media platforms.

Major Duties & Responsibilities

Writing, editing and proofreading to the highest degree of accuracy.
Publishing to social media platforms on behalf of York Regional Police.
Design and manage paid social media marketing and advertising on all platforms including Google Ads and Meta Business Manager.
Develop and deliver training on professional writing, communications and social media best practices to internal and external audiences.
Research and develop key messages and speaking notes for senior leaders at major events and press conferences.
Support issues management and crisis communications, including the development and coordination of timely, strategic communications responses on emerging issues, sensitive matters and critical incidents.
Acting as a webmaster/content manager for external website and intranet. Responsibilities may include; content development and management, quality control and training power users.
Preparing marketing and communications products, including copy and design.
Creating and delivering multi-media campaigns, marketing collateral and strategic communications plans.
Developing social media strategies, day-to-day posting, monitoring and measuring performance through analytics.
Managing project timelines to ensure deadlines for deliverables are met.
Liaising with internal clients and external partners and suppliers, such as municipal and provincial counterparts ensuring the unit is up to date on industry trends and issues.
Preparing business cases and assessing cost and budget implications for new products, equipment and services as they relate to internal and external communications.
Working with IT to integrate new technologies into communications programs.
Delivering presentations and tutorials on issues such as communications/social media best practices to both internal and external audiences.
Working closely with the Supervisor, Corporate Communications and other stakeholders in the processes above.

Education, Licensing & Certifications

Successful completion of a three (3) year college diploma or university degree in journalism, communications, marketing, mass media, social media, public relations or related field of study.

Experience

Three (3) years of experience in a related role in a public safety, government or large public sector organization.

Skills

Superior writing and editing skills.

Understanding of marketing concepts and strategies, including for social media and web.

Demonstrated proficiency using Adobe Creative Cloud, including Illustrator, Photoshop and InDesign.

Strong understanding of the design and print production process.

Working knowledge of Accessibility for Ontarians with Disabilities Act (AODA) standards.

Ability to multi-task, adjust priorities and meet deadlines in a fast-paced environment.

Experience with content management systems, basic HTML, web design, Sharepoint and Google Analytics.

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@yvp.ca.

VISION-INSPIRED

MISSION-FOCUSED

VALUES-DRIVEN