

## NEWS RELEASE

Distributed April 11, 2019

### The City of Nanaimo welcomes its new Communications Manager

#### Summary

Ms. Farnaz Farrokhi will be stepping into the role of Communications Manager with the City of Nanaimo, bringing 10 years of experience in strategic communications and public affairs to the job.

She has worked in the Office of the Prime Minister of Canada, Environment Canada, the British Columbia Automobile Association (BCAA) and most recently, the City of White Rock as the City's Manager of Communications and Government Relations. While in White Rock, she was responsible for the development and implementation of the City's communications, government relations, media relations and issues management strategies and activities.

As a seasoned communications professional, Farnaz has focused on integrated marketing communications practices, including utilizing digital platforms to enhance public awareness, engagement and trust.

Farnaz begins her new role with the City of Nanaimo on Monday, April 15.

*Strategic Link:* Taking responsibility to be an excellent municipal government.

#### Key Points

- Ms. Farnaz Farrokhi will be stepping into the role of Communications Manager with the City of Nanaimo beginning Monday, April 15.
- Farnaz has 10 years of experience in strategic communications and public affairs.

#### Quotes

"The City is excited to welcome Ms. Farnaz Farrokhi to the team. Farnaz has a strong and diverse portfolio, and her great energy will further assist the City in achieving the communication excellence that the organization and community have come to expect."

Jake Rudolph  
Chief Administrative Officer  
City of Nanaimo

"During my time as a student, I visited friends in Nanaimo and immediately fell in love with the City. I made it a goal to live and work here, and am incredibly honoured and humbled to be given this opportunity. I look forward to the work ahead, and to engaging with this community on City and Council initiatives."

Ms. Farnaz Farrokhi  
Communications Manager  
City of Nanaimo

## Quick Facts

- Farnaz holds a Master of Arts in Professional Communication from Royal Roads University, complemented by a certificate in Advanced Project Management (APMC) from Langara College, recognized by the Project Management Institute (PMI®) as one of its Registered Education Providers.
- Farnaz has provided strategic communications advice to elected officials in different levels of government, including the 22nd Prime Minister of Canada, as well as senior executives in the public, private, and not-for-profit sectors.

-30-

### Contact:

Sheila Gurrie  
City Clerk  
City of Nanaimo  
250-755-4494



View the online edition for more information -  
<https://cnan.ca/2IrlMdW>