



JOB DESCRIPTION

Job Title: Communications Coordinator
Direct Supervisor: Chief Administrative Officer
Hours: Full-time
File Reference: 07-2560-02

Affiliation: EXEMPT
Salary: \$75,000/Yr (2020 Rate)
Date Approved: December 10, 2019

Position Summary

Reporting to the Chief Administrative Officer (“CAO”), the Communications Coordinator is responsible for supporting the planning, coordination and delivery of the District’s internal and external communications. The Communications Coordinator performs a variety of duties and works closely with all departments, senior leadership team and Council to deliver public awareness and educational campaigns, civic advertising, media relations, community engagement and digital and online communications. The Communications Coordinator exercises considerable independent judgement, initiative, tact, courtesy and diplomacy while maintaining confidentiality.

The Communications Coordinator is also responsible for coordinating, decorating and attending engagement events as it relates to the improvement of the District’s communication and engagement with the public and community partners. This position may on occasion be required to work extended hours including evening and weekends and the work schedules may be flexible to attend meetings or events after normal work hours.

Nature & Scope of Work

1. Plans, develops and implements outreach strategies and activities to increase the public’s awareness regarding Council initiatives, services, programs, projects and public engagement events through various mediums including the District’s website, print materials and social media.
2. Develops and disseminates information and promotional material internally and externally including guides, brochures, newsletters, public notices, press releases, and presentations for all communication channels including website, print material and social media.
3. Updates and manages the District’s website and social media accounts.
4. Creates and manages the District’s weekly newsletter advertisements ensuring all statutory advertisements and notices are included.
5. Acts as the media liaison including coordinating media response messages, fact sheets, briefing notes, background notes, editorials, speeches and talking notes, directing inquiries to the appropriate employee or agency and organizing interviews.
6. Builds capacity for facilitation development within the community groups by fostering a positive relationship with media, key stakeholders, elected official and community groups by responding promptly and positively to requests and assisting with public engagement strategies, techniques and approaches.
7. Works with departments in developing key message strategies and identifying opportunities for proactive media coverage for District programs, services, special events, projects and accomplishments.
8. Manages and tracks invitations for various community events.
9. Coordinates, decorates and attends engagement events.
10. Under the direction of the CAO, works with T’Sou-ke Nation to identify and plan mutually beneficial initiatives.
11. Seeks opportunities for process improvement and optimization.
12. Attends high-level staff and Council communications training and upgrades skillset to stay current with strategies and techniques in communication and social media as mutually agreed upon with the CAO.
13. Performs other related work as required.

Knowledge, Abilities & Skill Requirements

1. Ability to function efficiently with limited direction, to establish and maintain effective working relationships with municipal officials and other employees, and to meet and successfully serve the public on a continuing basis with professionalism, integrity, tact and diplomacy.

2. Ability to maintain confidentiality of matters as required and understands the seriousness of any such breach to the reputation and operations of the District.
3. Ability to work well under pressure and to a deadline.
4. Superior written and verbal communication skills, including thorough knowledge of business and technical English, writing, editing, and presentation skills.
5. Thorough familiarity and proficiency with Microsoft Office, SharePoint, Adobe.
6. Familiarity with multimedia communication tools such as video, audio, slides, desktop publishing, photography, graphic design and print production techniques and processes.
7. Familiarity with information systems, website and online communications technologies, including social media and content management systems.
8. Working knowledge of adopted District document management practices.
9. Working knowledge of the operations and functions of other District departments.
10. Working knowledge of related municipal legislation, i.e. *Local Government Act*, *Community Charter*, *Freedom of Information and Protection of Privacy Act (FOIPPA)*, and other applicable legislation.
11. Familiarity with public engagement strategies, techniques and approaches.
12. Demonstrated proficiency in the use of online technologies, including multimedia, social media and media monitoring tools, to support media and public relations activities.
13. Strong written and verbal communication skills including public speaking and making presentations.
14. Ability to effectively read and interpret information, present numerical data in a resourceful manner, and skillfully gather and analyze information.
15. Exceptional planning and coordination skills and attention to detail to deliver events and programs within allocated resources and timelines.
16. Excellent conflict resolution and mediation skills.
17. Excellent organizational, teambuilding, time management and planning skills.
18. Excellent facilitation, consultation skills.
19. Excellent research and analytical skills to ensure that programs are consistent with best practices.
20. Demonstrate proficiency in the core competencies of:
 - a) Adaptability: Willingness to be flexible in a changing environment
 - b) Relationship Building: Establishes and maintains respectful and cooperative working relationships
 - c) Effective Communication: Communicates effectively with others
 - d) Problem Solving: Recognizes and acts to resolve problems
 - e) Organization: Organizes work so that others will understand it, in order to achieve District goals
 - f) Customer Focus: Provides excellent service to both internal and external customers

Training & Experience Requirements

1. A degree in Communications, Journalism, Public or Business Administration or a related discipline or an equivalent combination of education and experience.
2. Minimum three (3) years experiences in communication or public relations field preferably in local government.
3. Superior communication skills including knowledge and experience of the concepts, practices and techniques of corporate communications, issues management, public and media relations.
4. Valid Class 5 BC Driver's Licence and a reliable vehicle.

The previous statements reflect the general duties considered necessary to describe the principle functions of the job identified and shall not be construed as a detailed description of all work requirements that are inherent in the job.

APPROVED BY:

 Norm McInnis
 Chief Administrative Officer

 Date