

Job Details

Job Title	Communications Coordinator
Department	Administration
Classification	Union – CUPE Local 118
Rate of Pay	\$39.56 per hour (2021 rates)
Date of Last Revision	October 2021

Job Description

Summary

Reporting to the General Manager of Administrative Services, the Communications Coordinator is responsible for the development and maintenance of the Alberni-Clayoquot Regional District's (ACRD) communications programs. This position also provides technical expertise and guidance to all ACRD departments with communications and engagement tasks, including overseeing corporate social medial channels and the ACRD website. The position works collectively with all employees of the ACRD to ensure the delivery of efficient, quality services.

Duties and Responsibilities

The following are examples of the types of work associated with this position. Other activities may be assigned.

Communications Planning

- Develops, implements, and assesses strategic communications plans and marketing campaigns for the ACRD.
- Develops, implements, and maintains communication polices for the ACRD.
- Develops, maintains, and assesses ACRD branding.
- Conducts and analyzes key research to ensure strong understanding of citizens and community stakeholder initiatives.

Public Relations

- Establishes effective working relationships with a variety of internal/external contacts and elected officials.
- Developing and fostering intergovernmental relations.
- Proactively develops communications solutions for senior managers before projects go public to ensure process will enhance or mitigate the corporate reputation.
- Assists all departments with the development of news releases, press releases, briefing materials, and newsletters.
- Acts as the media spokesperson for the ACRD.
- Assists in arranging news conferences and other special events.
- Community engagement and proactive engagement on ACRD initiatives and processes.

Social Media Platforms

- Maintains the ACRD's website and works closely with the webmaster including website content, development, and management.
- Oversees all social media platforms including development, monitoring, and management.
- Develops, monitors, and manages all ACRD platforms.
- Researches and develops enhanced social media platforms, including researching social media trends and their potential applicability to the ACRD.

General Duties

- Coordinates the design, production and dissemination of promotional materials, advertising, and media messaging.
- Researches, writes, and edits a variety of materials and develops editorial guidelines for all ACRD departments.
- Develops speeches and presentation materials.
- Presents to staff, ACRD Board and the public.
- Provides advice and guidance to managers and staff on matters related to communications and marketing activities.
- Prepares correspondence, reports and memoranda as required.
- Attends board, committee and community meetings required.
- Other duties as assigned.

Supervision

Immediate Supervisor – General Manager of Administrative Services

Takes Direction from – General Managers, Managers

This position is responsible for the following:

- Provide guidance, instruction, and direction to others
- Coordinate the work of others
- Trains and develops others

Authority and Decision Making

Problem Solving

- Requirements specific to the technical details of communications programs and applications.
- Can rely on previous experience to deal with issues pertaining to the programs and applications.
- Ability to analyze and evaluate communication programs.

Job task planning

- Significant variety in work activities with no set structure or routine; different work plan required each day.
- Has wide scope to determine order or tasks within constraints of an overall framework, a trade practice, or professional standards for doing a job or a project work plan.
- Work priorities are set by the worker, subject to confirmation or approval by superiors
- Disruptions occur but can return to work plan after disruption, no new work plan is required.
- Some coordination of work plan with the work plans of others required to schedule access to shared tools and equipment.
- Several sources of work assignments with possibility that there may be competing or conflicting demands on time; however, there is an established criteria or procedures for deciding between assignments.
- Sequences multiple tasks for efficiency.

Decision Making

- Exercise considerable judgment in determining methods and procedures to be followed within established parameters.
- Errors have significant consequences that are rectifiable or are only rectifiable at significant cost.
- Decision cannot be reversed or can be reversed only with major consequences.
- Most information relevant to the decision is known.
- Set procedure or decision tree to follow but there are grounds for exceptions that may require some discretion or interpretation.
- Similar past decisions that are directly applicable and that are available to the decision maker.
- Need to consider several well-defined factors to make an appropriate decision in cases where the consequences of an error are low which may involve the use of technical knowledge.

Budgetary Authority

- According to ACRD policy

Coverage for this Position

- Covers for this position – General Manager of Administrative Services

Job Specifications

Education/Training

- Completion of Grade 12
- Degree in journalism, communications, marketing, public relations, or other related discipline.

Experience

- Minimum 2 years working in a corporate environment, preferably in communications and/or engagement role.
- Previous, general experience working in local government would be an asset.
- Demonstrated experience managing social media platforms including Facebook, Instagram, Twitter, YouTube, including cross-platform content delivery and the use of analytic tools to measure performance.
- Demonstrated experience using website content management systems to update content effectively and efficiently; as well as ensure visual cohesion and incorporate new widgets/modules to improve front and back-end user experience.
- Equivalent combination of education and experience may be considered.

Occupational Certificates, Licenses, Professional Designations or Registrations

- Valid Class 5 BC Drivers License

Knowledge

Some	<ul style="list-style-type: none">• Local government operations and legislation
Considerable	<ul style="list-style-type: none">• Media landscape and trends
Extensive	<ul style="list-style-type: none">• Advanced level and knowledge of computer software programs including HTML, Microsoft Office suite, Microsoft Publishing or InDesign, Adobe Photoshop/Illustrator, social media, and marketing software• Principles, practices, and techniques relating to professional communications

Skills and Abilities

Abilities

- Strong English language communication skills, both written and oral
- Understand and follow oral and written instructions.
- Speak in public to various audiences, sometimes on complex/or sensitive topics.
- Provide assistance and advice to departments on communications matters.
- Develop, coordinate, implement and evaluate communication programs.
- Establish and maintain courteous, tactful, diplomatic working relationships with internal and external contacts.
- Ability to perform media data collation, analysis, monitoring and prepare reports and recommendations for improvements.
- Work and make decisions with some supervision from management.
- Problem solves, resolve issues, and seek out alternative solutions to potential and real problem situations.
- Ability to develop, coordinate, implement and evaluate communication projects.

- Understand legal requirements relating to software licensing, copyright, and privacy
- Identify issues for current operations, trends in information management and opportunities for enhancement of services.

Literacy and Communication Skills

- Reading Complexity and Comprehension— read and understand material such as very specialized documents and technical manuals, interpret dense and complex texts, make high level inferences, and use specialized knowledge.
- Writing – standard memos, letters or detail forms, progress reports, procedures, non-standards letters, reports to the Board, specialized or technical reports, taking minutes.
- Mathematical – basic operations such as adding, subtracting, multiplying, and dividing, calculation of percentages, ratios, or averages.

Computer Skills

- Microsoft Office Suite
- Microsoft Publishing or InDesign, Adobe Photoshop/Illustrator
- Social media and marketing software
- Databases

Interpersonal Skills

- Strong leadership skills and the ability to lead change, introduce new concepts, and appropriately recruit the help of leadership to accomplish change.
- Explain and exchange information with contractors, suppliers, elected officials, employees within the organization, the public, professionals, and representatives of other levels of governments or organizations, salesperson and volunteers.
- Strong negotiation and communication skills.
- Courteously handle complaints from the public.
- Work in a cooperative and courteous manner.
- Interpret or resolve conflicts for employees within the organization.
- Teach or train elected officials, employees within the organization.