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INTERNAL JOB OPPORTUNITY

COMPETITION No.: 19/186 **PN:** 40003188

POSITION: **INFORMATION TECHNICIAN 3
COMMUNICATIONS COORDINATOR**

DEPARTMENT: **PARKS & ENVIRONMENTAL SERVICES
Regional Parks**

PAY GRADE: J15

SALARY: \$34.83 - \$39.53 per hour

HOURS OF WORK: 70 hours bi-weekly

STATUS: REGULAR FULL TIME

CLOSING DATE: **September 17, 2019 by 4:00pm.** *Applications will only be accepted from eligible CRD employees represented by CUPE Local 1978*

SUMMARY:

Under the direction of the Manager of Visitor Services and Community Development, this position coordinates communication and the delivery of information services to fulfil CRD Parks goals, communicate division messages, and serve visitors to regional parks and trails. Coordination of communications includes communications planning, web site, public information, promotions, media releases, social media and public relations. This position liaises with and works in cooperation and collaboration with CRD Corporate Communications to ensure corporate guidelines, standards, policies and procedures are followed.

DUTIES & RESPONSIBILITIES:

- Implements the CRD Parks Communication Plan applying the principles and practices of communication planning for all division and service area projects and initiatives.
- Develops, produces and revises communication plans and strategies for the division.
- Provides consultation to service area staff on communication initiatives recommending and developing communication plans, guidelines and standards.
- Identifies communication needs/opportunities recommending appropriate communication tools
- Accountable to the Corporate Communications Department on matters of corporate policy, standards, and communication governance. Will participate in corporate communications meetings as required.
- Act as a liaison between the Service Area and Corporate Communications to ensure a productive relationship.
- Is a champion in their Service Area for the support of communication goals and objectives for the entire organization and ensures that messaging is consistent with the organization's goals.
- Implements the District-approved web page design plan and coordinates on-going development.
- Coordinates the delivery of CRD Parks information services to external clients.
- Focusing on content, coordinates development of CRD Parks' sign information and kiosk information, including design and copy.
- Produces CRD Parks publications.
- Coordinates photo and video documentation and maintains the CRD Parks image bank.
- Coordinates promotion of CRD Parks and its programs and policies.

- Coordinates media relations on behalf of CRD Parks.
- Works with local TV media to produce interpretive and other parks-related segments.
- Responds to media requests for routine information, editorial copy and parks-related images.
- Writes media releases as required
- Writes, schedules, monitors and responds to CRD Parks Social Media
- Coordinates media events relating to significant division initiatives.
- Coordinates CRD Parks' public relations
- Responds to requests for information on regional parks/trails from external clients.
- Coordinates special events relating to significant division initiatives..
- Follows all policies, procedures and standards of the CRD
- Performs other related duties as required.

QUALIFICATIONS:

- Degree preferably in journalism or communications and 3-5 years directly related experience or an equivalent combination of education and experience.
- Excellent communication (verbal and written), interpersonal, customer service skills and organization skills are required.
- Knowledge in information service delivery in the public sector.
- Working knowledge of communication planning and its role in service delivery and project management
- Knowledge of principles and methods of effective communication in print, visual and social media
- Working knowledge of graphic design and web page design
- Superior writing and editing skills, strong public speaking and presentation skills.
- Proficiency and experience with word processing (MS Word), spreadsheets (MS Excel), presentation (MS PowerPoint), Desktop Publishing, Adobe Suite, macro media software (such as Contribute) and other related graphic software. Knowledge of web content management systems (SiteFinity) is an asset.
- Experience in coordinating a wide range of concurrent and sometimes changing information initiatives with staff from different service areas
- Strong leadership and effective management of project teams
- Demonstrated ability to deliver projects on time and on budget, ability to multi-task on projects and balance changing workloads and responsibilities.
- Professional, politically sensitive, diplomatic, confidential, flexible, co-operative and reliable
- Well organized, clear and articulate goal setter
- Ability to work independently and as a team member.
- Must possess a valid BC Driver's Licence (Class 5).

APPLICATIONS:

This job posting is open only to current CRD employees represented by CUPE Local 1978.

This is a Union position. All CRD/CUPE Local 1978 applicants must submit a cover letter and current resume for this position. Applications quoting the competition number will be received by the closing date posted above online: www.crd.bc.ca, by fax (250) 360-3076, by email careers@crd.bc.ca, in-person or through interoffice mail in Human Resources.

The Capital Regional District wishes to thank you for your interest and advises that only those candidates under active consideration will be contacted.

Posted **September 11, 2019**