



SQUAMISH

HARDWIRED *for* ADVENTURE

The District of Squamish is located in the unceded traditional territory of the Skwxwú7mesh Úxwumixw (Squamish Nation). We offer gratitude to the Skwxwú7mesh People who have lived on these lands since time immemorial.

External Job Posting

Position:	Communications Coordinator
Status:	Regular Part-Time (21 hours/week)
Work Area:	Communications
Posting Date:	June 11, 2024
Closing Date:	June 28, 2024

GENERAL SUMMARY

Under the direction of the Director of Communications, with work supervised by the Media Relations and Content Specialist, the Communications Coordinator will support the busy communications function at the District of Squamish to build positive relationships with both internal and external groups through dissemination of District information. The position will support all aspects of the department's work including: media relations, social media outreach, marketing and collateral development, website and online tool development and maintenance, and public engagement.

KEY RESPONSIBILITIES

- Contributes to the success of our team, creation of our thriving community, by fostering the District of Squamish corporate values in their work: Respect, Integrity, Connection and Progress.
- Writing – able to format and creatively craft news releases, social media and online content, news briefs, story starters and copywriting.
- Media relations – demonstrates a clear understanding of news values to identify story ideas within internal departments, and a sensitivity to the urgency of media deadlines to deliver on spokesperson interview requests, fact-checking and provision of photos.
- Public engagement – understands the importance of identifying, designing and executing effective, authentic public engagement opportunities (within the IAP2 framework) and related public outreach.
- Social media – proven ability to initiate and steer social media conversations to positively engage the community.
- Technology savvy – interest and a keen eye for using technology and identifying online tools (including video production) that can add value to the District's communications outreach and public engagement.
- Customer service – delivers responsive, friendly, efficient and deadline-driven customer service to both internal and external audiences.
- Emergency response – supports the District's Emergency Operations Centre in the *Public Information Officer* role.
- Develops proactive story ideas showcasing District work to share with media and the community.
- Writes news releases, media alerts, story starters, news briefs, speaking notes and web copy as required.
- Maintains calendar to promote District and partner events, initiatives and programs through various District communications channels (website, social media, e-newsletter).
- Supports the updating, maintenance and ongoing development of the District's social media channels in accordance with the District's Social Media Policy.
- Supports coordination of weekly e-newsletter content development.
- Supports media relations activities as required in accordance with the District's Media Policy.
- Contributes to website updates and evolution of Squamish.ca.
- Supports and helps coordinate public engagement initiatives across a variety of departments.
- Supports key messaging development.
- Leads and supports marketing and collateral development utilizing a variety of traditional and emerging marketing tools.
- Assists with the development and editing of various reports, booklets and bill inserts.
- Proof-reads and edits content from a variety of departments prior to publishing.
- Maintains media contact databases and updates templates and tracking spreadsheets as required.
- Assists in planning, organizing and setting up meetings, receptions, photo opportunities, launch events, photo shoots, displays and promotions.
- Provides general and ongoing support for the Communications Department as the communications function evolves.

REQUIRED KNOWLEDGE, SKILLS & ABILITIES

- Possesses excellent writing skills and excellent verbal communication skills.



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- Demonstrated ability to write for media via news releases, story starters, backgrounders and fact sheets.
- Understands and has experience in evaluating news values and following media relations best practices.
- Fastidious proof-reading skills.
- Strong computer skills, including MS Office, and various online tools and platforms such as Hootsuite; knowledge of creative software such as InDesign is an asset.
- Proven ability to actively grow and maintain social media accounts.
- Knowledge of web content management systems is an asset.
- High energy, creative thinking, and a positive 'can-do' attitude.
- Demonstrated ability to exercise good judgment when approaching communications-based problem-solving.
- Detail-oriented with excellent organizational skills; must possess the ability to perform multiple duties simultaneously with deadlines, and the ability to work independently.
- Ability to be flexible to re-prioritize tasks as required.
- Expert at relationship-building and diplomacy.
- Aptitude for seeking out innovative technology solutions to add value to the District's communications and public engagement work.
- Basic video shooting and editing skills are an asset.
- Ability to be on 'emergency on call' on occasional weekends.

REQUIRED TRAINING, EDUCATION AND EXPERIENCE

- Bondable
- Grade 12 or equivalent
- Valid BC Class 5 Driver's License with a safe driving record

AND

- A degree or diploma in communications and/or public relations
- Minimum three years' experience in a related role
- Public engagement experience is an asset

OR

- An equivalent combination of skills, training, and experience

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. This is a general list of responsibilities, duties and skills required of personnel so classified. Other related duties may be assigned in keeping with the general nature of the position.

Hours of Work: 21 hours per week. Shifts range from Monday to Friday, between the hours of 8:30am – 5:00pm.

Salary: \$37.14 per hour

This is a Union position within the Collective Agreement of CUPE Local 2269 and the District of Squamish.

Direct Your Application (Quoting Competition #) To: #24-79

Human Resources
District of Squamish
37955 Second Avenue, P.O. Box 310
Squamish, B.C., V8B 0A3 E-mail: jobs@squamish.ca

As an equitable and inclusive employer, we value diversity of people to best represent the community we serve and provide excellent services to our citizens. We strive to attract and retain passionate and talented individuals of all backgrounds, demographics, and life experiences. If you require any adjustments to enable participation at any stage of the recruitment process, please contact in confidence jobs@squamish.ca and include Accessibility in the subject line. We thank all applicants for applying.