

EMPLOYMENT OPPORTUNITY

Communications Coordinator

Permanent Full-Time / Internal/External
Competition No.: 2020-065



www.rdn.bc.ca



rdncareers@rdn.bc.ca

SKILLS/EDUCATION

- Undergraduate degree in communications or journalism
- Minimum 3 years' experience in a corporate communications environment
- Experience working with other levels of government is an asset

APPLICATION DETAILS

Please quote competition 2020-065 and submit a cover letter and resume clearly outlining your education, experience and qualifications as they relate to the position and submit **via email** to rdncareers@rdn.bc.ca.

Applications can also be faxed to 250-390-4163 or mailed to:

Attention: Human Resources
Main Reception, Administration Building
Regional District of Nanaimo
6300 Hammond Bay Road
Nanaimo, BC V9T 6N2

Applications will be accepted until:
4:00 pm, on August 21, 2020

We thank all applicants in advance for their interest; however, only those selected for further consideration will be contacted.

ORGANIZATIONAL PROFILE

The Regional District of Nanaimo is seeking a positive, self-motivated Communications Coordinator.

The Regional District of Nanaimo (RDN) is one of 28 regional districts in the Province of British Columbia. Regional Districts across the Province strive to ensure all provincial residents have an effective form of local government, while also representing municipal residents on regional issues. The RDN provides regional governance and services to the municipalities of Nanaimo, Lantzville, Parksville, and Qualicum Beach, as well as seven unincorporated Electoral Areas. Established in 1967, the RDN is British Columbia's fifth most populous Regional District, of 28 throughout the province, and home to more than 155,000 people.

ABOUT THE ROLE

Reporting to the General Manager of Corporate Services, the Communications Coordinator will be responsible for developing communications strategies for corporate initiatives; preparing corporate communications content, including newsletters, fact sheets, news releases, notices, social media posts, newspaper and radio advertising and website information; the development and implementation of corporate communications policies and programs; liaising with senior level contacts, First Nations, municipal partners, Board members, the public and the media; assisting in the preparation and planning for special events; and acting as the public information officer during emergency events.

QUALIFICATIONS

Qualifications include an undergraduate degree in communications or journalism plus a minimum of three years' experience in a corporate communications environment, preferably in local government setting; or an equivalent combination of training and experience. Experience working with other levels of government and/or First Nations and a high level of proficiency with software programs, including graphics, is considered an asset.

This is a permanent full-time excluded position. In addition to a superb location, this position offers a competitive compensation and benefits package as well as a compressed work schedule option. Please visit the RDN website at www.rdn.bc.ca for more information on the Regional District of Nanaimo.

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Communications Coordinator

Corporate Communications

POSITION SUMMARY

Responsible for the development and implementation of the Regional District of Nanaimo's corporate communications policies and programs. Maintains positive relationships with local media, acts as public information officer in the event of an emergency and assists in maintaining the Regional District's website.

MAJOR DUTIES AND RESPONSIBILITIES

- Develops communications strategies for corporate initiatives, including assessing the requirement for publications, information meetings, and advertising.
- Prepares all corporate communications content, including newsletters, fact sheets, news releases, notices, social media posts, newspaper and radio advertising and website information.
- Prepares, monitors and keeps current the Regional District of Nanaimo's corporate communications policies.
- Keeps apprised of media coverage of RDN related matters.
- Liaises with senior level internal and external contacts, First Nations, municipal partners, Board members, the public and the media in communicating issues of corporate significance. Maintains regular contact and a positive working relationship with all media and with communications staff at other levels of government and partner agencies.
- Evaluates and develops public education materials including brochures, information packages, flyers and fact sheets on behalf of the Corporate Services department.
- Coordinates and ensures the timely delivery of public information through various distribution channels such as website, social media, direct mail, Canada Post bulk mail and newspaper advertising.
- Prepares reports and recommendations to the General Manager of Corporate Services for consideration by senior management team, Advisory Committees or the Board. Attends Board and Committee meetings and special events to provide communications and media relations support as required.
- Provides support to senior staff in the preparation of information for presentations to the Board, the public or other agencies. Acts as a resource person at various venues and administrative meetings and prepares display materials for the Corporate Services department for presentation at public information meetings, open houses and other events as required.
- Assists individual departments with communication strategies, display materials for departmental initiatives, and the preparation and editing of departmental communications to ensure consistency with corporate policy.
- Assists in the preparation and planning for special events. This includes creation of event plans and materials, participation in pre-event site visits, sourcing of materials and liaising with First Nations, other levels of government and other government agencies regarding protocol and procedures. Acts as photographer at special events as required.
- Assists in the preparation and development of communication materials related to specific initiatives such as elections, referendums, budget information meetings, annual reports, etc.

- Assists in the development of content for the Regional District's website and works with departmental staff to ensure that website content remains up-to-date.
- Acts as the Information Officer in the event of an emergency.
- Performs other related duties as required.

JOB QUALIFICATIONS

Education/Experience

- Undergraduate degree in communications or journalism
- A minimum of three years experience in a corporate communications environment, preferably in local government setting; or an equivalent combination of training and experience.
- Experience working with other levels of government and/or First Nations an asset.

Skills/Abilities

- Excellent oral and written communication skills are essential, along with strong problem solving and analytical abilities, and an understanding of working with the media.
- Must be able to work independently and set own priorities.
- Excellent computer skills are required, preferably in web-based communications, presentation programs and desktop publishing.
- Photography skills an asset.
- Valid BC Driver's License.

Reporting Relationship

Reports to the General Manager, Corporate Services