



Shape a place  
where people  
want to be



**Position Title:** Communications Specialist

**Position Status:** Full-Time Regular

**Department:** External Relations

**Employee Group:** Teamsters Local 31

**Location:** 4515 Central Boulevard, Burnaby

**Salary Range/ Wage Rate:** PG T28 \$3,634.43 - \$4,294.18 bi-weekly

**Our External Relations Department is seeking a Communications Specialist experienced in social media management across various social platforms, with a strong understanding of how to share and tell stories through social media and in alignment with communication leads from across the organization, and who brings strong media relations and writing experience.**

**You are: An experienced social media and media relations professional with a keen understanding of how social media and media relations integrates seamlessly with an overall communication strategy. You enjoy the dynamic environment of social media and its storytelling capabilities, and enjoy collaborating with a high-functioning team of professional communicators and subject matter experts to protect and promote the organization.**

#### **This role:**

- Identifies opportunities, designs, develops and implements a range of communications tactics in support of strategic corporate goals; proactively seeks opportunities to support and present ideas for communication.
- Plays a key role in the development and implementation of social media strategies in support of Metro Vancouver corporate priorities; identifies issues and consults with internal and external contacts to identify the objective, target audience and key messages.
- Plans and coordinates the implementation of assigned communication projects, activities and programs; formulates project scope, budget and develops implementation phases; identifies the need for and enlists the support and participation of appropriate partners, stakeholders and subject matter experts on project development and implementation and provides leadership and direction to same; participates in the work of one or more teams engaged in the implementation of activities and projects; as required, directs the work of consultants.
- Leads the formulating and implementing of corporate communication strategies and develops tools and methods for evaluating the success of these strategies, monitors impact and makes recommendations for changes.

- Designs, implements and delivers social media plans in support of Board strategic priorities; ensures productions are produced on time and within budget; develops and responds to social media posts; identifies social media key performance indicators; gathers website and social media analytics and assesses data including optimization of media placements; and produces digital performance reports.
- Provides media relations and social media advice to senior management relating to strategic objectives.
- Drafts a variety of collateral materials such as issue briefs, advisories, news releases, articles, backgrounders, questions and answers, letters to the editor, speaking notes, award submissions, and related materials.
- Prepares a variety of reports and presentations including audio-visual and web-based communications using Power Point, print and electronic production methods for producing materials.
- Monitors social and news media content to identify potential issues and conversations relevant to Metro Vancouver; prepares summaries of social media content and media monitoring reports with brief executive summaries; contacts news media representatives to provide potential story ideas and announcements; researches and coordinates media responses for specific issues; liaises with subject matter specialists to obtain relevant information and advise on communications techniques for media interviews; and coordinates requests for information and interviews.
- Creates and plans events that highlight corporate programs and objectives; leads the training for contracted staff to represent MVRD and the related behavior change issues at events across the region.
- Works collaboratively in a team-based, integrated communication style and liaises with senior level internal and external contacts nationwide, municipal partners, the public and media.
- Performs related work as required.

**To be successful, you have:**

- University graduation, with a degree in communications or public relations, plus five to seven years of communications experience working with senior officials on developing mechanisms for public and media awareness of strategic corporate goals; or an equivalent combination of training and experience.
- Thorough knowledge of the principles, practices and techniques relating to communications program design, development, implementation and monitoring, especially as it relates to governmental agencies and organizations.
- Considerable knowledge of the objectives of the Board, MVRD and its member municipalities as they relate to the work performed.
- Considerable knowledge of media relations, social media, writing techniques, web, graphic arts, outreach event planning, print production news and advertising media.
- Considerable initiative, political sensitivity and judgment.
- Ability to take a project from concept through implementation and assessment in a public sector environment.
- Ability to conceptualize, plan and implement behavior change campaigns, communication projects and events.
- Ability to research, develop and defend project proposals, analyze and evaluate data, and prepare comprehensive reports.
- Ability to monitor media content and identify and summarize potential issues relevant to Metro Vancouver.
- Ability to plan, coordinate and implement major activities, behavior change campaigns and projects, to work with others on research and project implementation, and to direct the work of consultants.

- Ability to establish and maintain effective working relationships with a wide variety of internal and external contacts and to represent Metro Vancouver in a variety of committees and working groups.
- Ability to communicate effectively orally and in writing with a wide variety of internal and external contacts.
- Strong technical abilities including understanding of digital communications; hands-on knowledge of Power Point and desktop publishing; experience with print and electronic production methods.
- Ability to multi-task and quickly adapt to changing priorities.
- Ability to perform work with minimal supervision.
- Skilled in audio-visual communications.
- Driver's Licence for the Province of British Columbia.

**Our Vision:**

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.

We are committed to diversity, equity and inclusion and being representative of the region we serve. We invite all qualified candidates to apply including Indigenous People, visible minorities, immigrants, 2SLGBTQI+, all genders and persons with disabilities. Accommodations will be provided upon request during the selection process.

*Please follow this link <https://metrovancover.org/about-us/careers> to our Careers page where you can submit your application by February 29, 2024.*