

## **Communications and Engagement Specialist- Comox Strathcona Waste Management (CSWM) Permanent Full-time (35 hours per week)**

Are you naturally collaborative, service-oriented and community-focused? Do you want to make a difference in your community and be part of an organization that has a direct impact on the quality of life of residents in the Comox Valley? At the Comox Valley Regional District (CVRD) we are committed to fostering a respectful, inclusive, equitable and diverse workplace which is representative of the community we serve. Our core values- **collaboration, service, accountability** and **sustainability** help guide us in everything we do. If you share our commitment and values, please consider applying with us.

In addition to the Comox Valley being an attractive geographic location to live and play, rich in rural agriculture, vibrant urban development, meandering coastline and dramatic mountains, working at the CVRD provides work/life balance through flexible work options, competitive salary and wages, employer-paid benefits package, and municipal pension plan. At the CVRD we value continual learning and growth and support employees' development through technical, professional, and leadership training.

Working with the CVRD is a plus for everyone. To learn more, visit our website at [www.comoxvalleyrd.ca/about/careers/work-cvrd](http://www.comoxvalleyrd.ca/about/careers/work-cvrd)

We are accepting applications for a full-time **Communications and Engagement Specialist** (Specialist) to join our Solid Waste team. The Specialist develops and implements communication and public engagement strategies in alignment with International Association of Public Participation (IAP2) standards and CVRD corporate guidelines. Under the direction and guidance of the Manager of Solid Waste Planning and Policy Development, the Specialist works on a variety of engagement, education and communication projects in support of the Comox Strathcona Waste Management Service (CSWM) service. The CSWM service manages over 65,000 tonnes of waste and recycled material annually and oversees a number of diversion and education programs for the CVRD and the Strathcona Regional District (SRD).

The primary responsibilities of the role are to:

- Develop and execute multi-channel communications and engagement plans to support CSWM initiatives efficiently and cost-effectively;
- Ensure CSWM branding, messaging and graphic standards are clear, consistent, and aligned with CSWM core services, strategic plan drivers, and priorities;

- Coordinate with partner municipalities, Strathcona Regional District, and First Nations communities for the dissemination of CSWM information;
- Provide communication tools that support existing programs to develop and maintain positive relationships with First Nations communities within the CSWM service area;
- Adhere to assigned project budgets and recommend financial impacts related to communications;
- Develop and oversee various communications materials, such as issues briefings, key messages, news releases, reports, videos, backgrounders, newsletters, brochures, displays and signage;
- Act as a liaison for media requests, coordinate timely media responses, and represent CSWM's interest as an official spokesperson as required;
- Collaborate with communications contractors, education contractors and consultants;
- Manage and optimize the CSWM website and analyze user engagement data to propose enhancements to improve usability, accessibility, and content;
- Liaise with related agencies and suppliers/contractors to ensure timely dissemination of information to the public;
- Coordinate market research, market surveys, and gather customer feedback to inform strategic communication initiatives and program development;
- Lead the development and execution of targeted education campaigns aimed at driving behavioral change and fostering a culture of waste reduction and sustainability within the community;
- Manage CSWM social media accounts including YouTube, Instagram, and Facebook;
- Develop comprehensive social media plans tailored to each platform to promote CSWM initiatives, events, and campaigns, enhancing brand visibility;
- Provide expertise, guidance, and training to CSWM staff, consultants, and external partners.

Our ideal candidate is:

- Self-directed, motivated and creative;
- An exceptional communicator with superior writing, facilitation and interpersonal skills and the ability to foster effective, collaborative relationships;
- Skilled at developing and participating in the implementation of all facets of a strategic communications and engagement plan;
- Able to exercise sound judgement when working with sensitive information and providing advice to senior staff;
- Adept at disseminating information with accuracy, consistency, and thoroughness with strong attention to detail;
- Able to effectively manage multiple demands, logistics and budgets;

- Able to adapt to change, identify and develop the best tools and timing for providing effective information to diverse audiences;
- Educated in communications, engagement, public relations or another related discipline with a diploma requiring over two and up to three years of education following high school graduation;
- Skilled in public engagement and communications, with over four up to and including five years' experience in developing and implementing communications programs and engagement initiatives for a diverse organization, preferably in local government;
- A certified public participation professional through IAP2 Canada;
- Proficient in managing various social media platforms including Facebook, Instagram, X, LinkedIn and YouTube;
- Proficient in Microsoft Office Suite, graphic design and production programs, including Adobe Creative Suite;
- International Association of Business Communicators or Canadian Public Relations Society membership, emergency management officer or crisis communication training is preferred.

A valid BC Class 5 driver's license is required for this role. Successful candidates will be required to consent to a Canadian Criminal Record Check.

This is a CUPE Local 556 position with a current wage rate of \$41.10 per hour (interim rating).

To review the complete job description and to apply go to [www.comoxvalleyrd.ca/jobs](http://www.comoxvalleyrd.ca/jobs).

The closing date for this position is May 23, 2024 at 3:00 pm. Applications for available positions with the CVRD must be received prior to the indicated closing date and time. We appreciate all applications; however, only short-listed candidates will be contacted. If your application is shortlisted, you will be contacted in a timely manner to arrange an interview. Virtual or in-person interviews are available.

*The CVRD respectfully acknowledges the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of this land.*

*The CVRD is committed to providing a safe, respectful and inclusive work environment. We celebrate diversity and welcome applications from all qualified candidates.*