

## Digital Advisor

### Full-time Term (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-cvrld](http://www.comoxvalleyrd.ca/about/careers/work-cvrld).

We are accepting applications for a **full-time term Digital Advisor** to join our team **for a period of up to 12 months**. Reporting to the Manager of Communications and Engagement, the primary responsibilities of this role include:

- Developing and executing digital marketing campaigns and building online presence;
- Developing, implementing, and assessing strategic communications and engagement strategies as well as monitoring and identifying emerging issues;
- Providing technical expertise, guidance and advice to staff engaged in digital, online and social media communications;
- Applying online tools and metrics to analyze the effectiveness of campaigns, and prepares information and analyses and related recommendations;
- Ensuring quality control in the delivery and presentation of promotional materials, clear and consistent corporate brand messaging and adherence to the CVRD Corporate Identity Guide;

- Monitoring social media conversations, preparing responses, and developing a unified online voice for the CVRD;
- Administering orientations, providing best practices to staff for effective online facilitation, along with technical training and support for preparing and hosting on-line meetings;
- Possessing strong writing skills to develop, write, and edit a myriad of promotional materials, and craft key messages for dissemination across a variety of platforms;
- Providing lead technical support for the CVRD, North Island 9-1-1 , Comox Strathcona Waste Management and Comox Strathcona Regional Hospital District websites, CVRD online engagement tool, and provides guidance to staff on editing and formatting these sites to ensure consistency and compliance with established standards.

Our ideal candidate is:

- Team oriented, able to collaborate with both internal and external stakeholders and adapt to change with a strong work ethic in achieving personal and organizational goals;
- Knowledgeable in graphic design and production programs including Adobe Creative Suite 6, Hootsuite, Illustrator, InDesign, Designer and Acrobat Writer, SharePoint applications, web utilization skills, and Canva;
- Educated in marketing, digital communications or another relevant discipline at the post-secondary level (minimum two-year diploma);
- Experienced in developing and implementing online communications programs and initiatives for a diverse organization, with a minimum of three years' related experience, preferably in local government;
- Able to effectively manage multiple demands and meet tight deadlines;
- Experienced in managing social media platforms including Facebook, Twitter, LinkedIn, Instagram and YouTube, online survey platforms and content management systems;
- Flexible with hours of work to coordinate and manage engagement opportunities and activities.

This is a CUPE position with a wage rate of \$39.02 per hour. 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 October 9, 2024 at 3:00 pm. Applications for available positions 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.

*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.*