

Digital Communications Specialist (Temporary)

Job Requisition	JR-2024-297 Digital Communications Specialist (Temporary) (Open)
Job Family	CUPE
Start Date	2024-12-11
End Date	2024-12-26
Primary Posting	No
External Posting URL	https://vernon.wd10.myworkdayjobs.com/Vernon-Career_EXT/job/City-Hall-Building/Digital-Communications-Specialist--Temporary-_JR-2024-297
Description	

Internal Closing Date:

Dec 19, 2024

External Closing Date:

Dec 26, 2024

NOTE: Posting comes off at 12:00AM on the closing date, with the competition closing at 11:59pm the day prior.

Hourly Rate:

37.68

Scheduled Weekly Hours:

35

Subject to the return of incumbent

Reporting to the Manager, Communications and Grants, this position is responsible for the administration and coordination of information on the City's digital communication channels (websites, mobile app, intranet, and social media channels), assists with the creation of multimedia content, and provides communications support upon request.

Duties Include:

- Updates and maintains information on the City's external websites, mobile app, intranet, and social media channels, ensuring material is accessible, current, effective, and informative.
- Facilitates the creation of web pages, electronic forms and processes to assist all City departments with communication and stakeholder engagement efforts on the City's digital platforms.
- Provides technical assistance and training to City employees in relation to basic web content management, online engagement tools, and digital communication platforms.
- Ensures content on the City's digital communication channels aligns with the City's Strategic Communications Plan and Visual Identity Standards.
- Develops and implements a digital content calendar and content campaigns for the City's websites, intranet, and social media channels, in collaboration with the Manager, Communications and Grants.
- Liaises with external website and app CMS providers and other software providers for maintenance, updates, and modifications as required.
- Assists with multimedia content creation and graphic design as requested.
- Assists with digital asset management of City-owned multimedia content that is pertinent to the Communications department.

- Conducts ongoing market research and environmental scans of digital communication efforts by other Canadian local governments, and digital communication best practices, to make appropriate recommendations for adjustments to digital communication strategies, content and processes.
- Assists with researching and creating communication materials as requested to support media/public relations and stakeholder engagement efforts.
- Performs other related duties as assigned.
- All persons employed by the City of Vernon will be required to assist the City in providing emergency services. Duties assigned during an emergency may differ from regular duties.

Required Education and Experience:

- Diploma in communications, public relations, journalism or related discipline.
- Basic training in HTML coding.
- Minimum two years' experience managing websites and social media channels such as Facebook, Twitter, YouTube, Instagram.
- BC Driver's License Class 5.
- A combination of related education and experience may be considered.

Required Knowledge, Skills and Abilities:

- Excellent interpersonal skills, exhibiting courtesy, professionalism and diplomacy when dealing with internal and external customers.
- Ability to adapt to changing priorities and multi-task in a fast-paced work environment.
- Excellent reasoning and troubleshooting skills, with the ability to work independently and with a team.
- Strong judgement and critical thinking abilities.
- Strong computer skills, ability to understand and process information logically.
- Basic understanding of HTML coding.
- Ability to type a minimum of 55 wpm.
- Working knowledge of Adobe Creative Cloud programs such as Premiere Pro, InDesign, Photoshop, Audition.
- Proven public relations or marketing skills utilizing websites and social media platforms such as Facebook, Twitter, YouTube, and Instagram.
- Excellent writing abilities with thorough knowledge of business English, punctuation and grammar.
- Ability to understand and execute oral and written instructions.

Preferred Education and Experience:

- Experience working with digital publishing tools such as Adobe Creative Cloud an asset.

To Apply:

Please submit your resume, quoting the appropriate competition online at vernon.ca/careers by selecting "apply" and creating a candidate profile.

- Internal applicants are asked to apply using their worker profile.

By making application, you are authorizing the City of Vernon to verify, through whatever means deemed appropriate, any information included in your applicant profile.

The City of Vernon wishes to thank all applicants; however, only those candidates selected for an interview will be contacted. Please note that we are unable to accept phone calls regarding application status.



Worker Sub-Type	Temporary
Location	City Hall Building
Time Type	Full time
Locations	
Supervisory Organization	Communications & Grants