



BUILD A CITY. BUILD A FUTURE.



Communications Coordinator – Digital

As one of Canada's fastest-growing cities, Surrey is a leader in building vibrant, sustainable communities through innovation and technology. Our employees are inspired by meaningful work and a commitment to shaping the future of our city—and their careers. Join us in building a City and a Future at Surrey

Scope

Are you a digital communications expert eager to make a real impact? We're looking for a Digital Communications Coordinator to join our innovative team. If you're passionate about creating engaging digital content and thrive in a fast-paced setting, this is your opportunity to shine and contribute meaningfully to our city! Reporting to the Manager of Digital Communications, you'll play a key role in managing and expanding the City of Surrey's online presence.

Working within our Corporate Services Communications & Engagement Division, you'll collaborate with a skilled team to bring the City's programs, services, and events to a wide audience across our website, social media channels, and eNewsletter program. What We Offer Join a dynamic team dedicated to transforming the City of Surrey's online presence. We work hard, but have fun along the way, creating a positive and enjoyable atmosphere. With ample opportunities for professional growth and skill development, you'll thrive in a supportive environment that values innovation, creativity, and collaboration.

Employment Status

Union - CUPE Local 402 – Regular Part Time

Responsibilities

As a Digital Communications Coordinator, you will:

- Create and edit engaging digital content for various City platforms, including web, social media, and eNews.
- Collaborate with the Digital Communications team to support strategic content and align with organizational goals.
- Manage online community interactions across social media, fostering engagement and responding to comments while identifying and mitigating reputational risks.
- Perform quality assurance on digital content, identifying improvements such as broken links, accessibility issues, plain language, and spelling errors.
- Measure and report on content performance and campaign metrics using analytics tools such as Google Analytics, Hootsuite, and social media insights, providing actionable recommendations to enhance strategies.
- Stay current on digital trends, seeking new content opportunities and strategies to enhance the City's online presence.
- Develop and execute social media campaigns, ensuring alignment with communications strategies and key messages.
- Collaborate with graphic designers and other team members to produce visually appealing digital content.
- Ensure alignment with City branding, strategic directions, marketing plans, and ranked priorities.
- Respond to internal and public inquiries and questions with professionalism and accuracy.

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- Support key portfolio work for City business areas as assigned.

Qualifications

Applications must have:

- Completion of Grade 12, supplemented by a diploma in Communications or a related field from a recognized post-secondary institution, plus a minimum of three years related experience; or an equivalent combination of education and experience.

Our ideal candidate will:

- Have considerable knowledge of communications and marketing principles, practices, methods and techniques including digital, online engagement and social media practices and related available technology such as Facebook, X, LinkedIn, YouTube, Hootsuite with CMS knowledge (e.g., Drupal) as a plus.
- Ability to establish and maintain effective working relationships with a variety of internal/external contacts
- Sound knowledge of strategic communications plans, objectives, and strategies development
- Ability to provide guidance to staff and clients on digital and traditional marketing and communications
- Possess strong understanding of social media (organic and paid) trends, and strategies for audience engagement.
- Be comfortable in a fast-paced environment with deadlines.
- Write in plain, engaging, and audience-tailored language with a consistent voice and tone and review submitted content to adhere to strict editorial standards.
- Communicate effectively both orally and in writing.
- Have experience in content creation, copywriting, and editing.
- Proactively identify and suggest improvements for digital content and processes.
- Exhibit good judgment, prioritize and organize workloads, and work independently within a team setting.

If interested, please submit your application along with a link to your portfolio, if available. This helps us get to know your experience and style.

Other Information

Hourly Rate: \$35.71 (2024 Rates)

| Steps | Hourly Rate |
|-------------------|-------------|
| Step 1 | \$35.71 |
| Step 2 (6 Months) | \$36.72 |

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| | |
|--------------------|---------|
| Step 3 (18 Months) | \$37.91 |
| Step 4 (30 Months) | \$38.98 |

This position requires completion of a Police Information Check. Successful applicants must provide proof of qualifications.

APPLY

If you are interested in this opportunity, please apply at <https://www.surrey.ca/about-surrey/jobs-careers> to Job ID 6298

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