



Position Title: Senior Multimedia Specialist

Position Status: Full-Time Regular

Department: External Relations

Employee Group: Teamsters Local 31

Location: 4515 Central Boulevard, Burnaby

Salary Range/ Wage Rate: PG T29 \$4,054.93 - \$4,794.43 bi-weekly

Our External Relations Department is seeking a Senior Multimedia Specialist who can transform organizational priorities into compelling stories, experiences, and multimedia initiatives. As a senior creative lead, you will guide high-profile projects and productions from concept to delivery, providing strategic advice, creative direction, and hands-on expertise to advance Metro Vancouver's communications, engagement, and brand objectives.

You are an experienced and dynamic creative leader who can bridge strategy and execution. You excel at taking complex issues and organizational priorities and crafting engaging stories and experiences for diverse audiences. You are equally comfortable advising senior leaders, directing creative teams, and delivering hands-on production work. You thrive in collaborative environments and are experienced in building consensus among diverse stakeholders and navigating complex organizational structures to move projects forward.

This role:

- Oversees and directs the delivery and development of high profile videos and other assets to support engagement and education for Metro Vancouver management plans and major multimedia projects; and provides project scope formulation and implementation for these multimedia projects.
- Writes treatments, briefs and scripts for videos, websites, and other media; determines and develops approach and techniques for the same; identifies content, goals and objectives; and provides multimedia strategic direction for various strategies, activities, programs, and projects.
- Plans, assigns, checks and supervises the work of the multimedia team engaged in professional and technical work; implements new directions and workflows; organizes the day to day management of the studios as well as event productions on and off site; directs the work of consultants; and works with social media responders to support Metro Vancouver's social media program.
- Develops multiple complex strategies for production of multimedia assets; manages multiple projects, events, and productions that may involve confidential information; provides strategic recommendations and execution;

develops distribution strategies and packages to ensure assets are available for presentations to the general public and the media as required.

- Participates in the budgetary costing of programs and projects; monitors budget expenditures; oversees the maintenance and adherence to production schedules; develops briefs and manages the brief approval process; develops work plans; tracks production; manages and formulates the production budget, scope, and timing; consults with staff to ensure work is completed; and approves all multimedia tactics, content and materials to ensure alignment with existing corporate goals and objectives.
- Directs creative graphic, motion, print, digital and video; defines creative strategies for new initiatives; creates story-driven communications moments to support corporate strategy, vision, and brand positioning; and ensures creative assets for events or conferences are suitable for web, print, digital, and video production.
- Develops research and methodology for new technologies, social platforms, digital communications and design trends; designs testing scenarios for evaluation; collaborates with others to create production concepts; makes technical and creative recommendations to ensure alignment of creative vision and corporate objectives; oversees development, design, creation, editing, maintenance and evaluation of multimedia digital assets; and collaborates with the project manager on major event productions as required.
- Establishes and maintains effective working relationships with a wide variety of internal and external contacts; provides advice and support to staff and superiors regarding strategy on multimedia approaches and engagement plans.
- Develops and creates the narratives that effectively communicate corporate priorities such as sustainability, climate change, reconciliation, and other key issues facing the Metro Vancouver region; develops and maintains the accuracy and precision of corporate messaging.
- Keeps abreast of new developments in digital media; monitors promotional performance and identifies methods for optimization; prepares a variety of reports and presentations including post-promotion media performance reports, website analytics, social media performance; and presents results and key performance indicators to internal and external stakeholders.
- Performs related duties as required.

To be successful, you have:

- Bachelor's degree in film production, marketing, graphic design, communications, journalism, or related discipline, plus considerable related experience in professional multimedia productions; or an equivalent combination of training and experience.
- Considerable knowledge of multimedia show production methods, techniques and practices to support corporate communication goals and strategic objectives of the organization.
- Considerable knowledge of the principles, practices, methods and techniques related to electronic media (video, web, and design), digital and social media production, and event production and design.
- Considerable knowledge of research techniques, concept development, story board and other collateral preparation and the development, design, creation, editing, maintenance and evaluation of multimedia digital assets.
- Ability to take a strategic communication project involving multiple areas of an organization from concept through implementation and assessment in a public sector environment.
- Ability to write treatments and scripts for videos, websites, and other media.
- Ability to supervise, plan, and assign the work of a group of subordinates and contractors engaged in multimedia productions.

- Ability to establish and maintain effective working relationships with a variety of internal and external contacts and to provide advice, information and recommendations.
- Ability to develop and monitor project schedules and budgets, to meet deadlines and to prepare and maintain reports and records.
- Ability to communicate effectively orally and in writing.
- Ability to analyze, evaluate data and metrics and prepare comprehensive reports.
- Ability to work with minimal supervision.
- 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.

Metro Vancouver employees proudly serve the region and demonstrate the behaviours and attributes of six leadership competencies: Accountability, Adaptability, Building and Nurturing Relationships, Communication, Continuous Learning, and Strategic Thinking and Action.

At Metro Vancouver, we are committed to cultivating a diverse, safe, equitable, and inclusive work environment for all. We strive to attract and retain a talented, diverse workforce that is reflective of the region we serve. If an accommodation is required during the recruitment and selection process, please contact careers@metrovancover.org for support. Learn more about our commitments to diversity, equity, and inclusion [here](#).

Please follow this link <https://metrovancover.org/about-us/careers> to our Careers page where you can submit your application by November 4, 2026.