

Job Information

Job title	Communications Specialist	Job Code: COMMSP	Pay Grade: N
Title of immediate supervisor	Communications Manager		
Department/Division	Corporate Services / Communications		
Prepared by	Kelsie McLeod		
Date Created	October 16 2017	Revised date	May 2022

Job Purpose

Contributes to the development of communications plans and strategies that support organizational priorities and objectives. Conducts research and prepares recommendations for digital communication and public participation activities. Develops digital content, including photos and short videos, for the District's website, intranet, and social media sites. Provides expert advice on digital tools and training on website and intranet content management systems to staff at all levels of the organization.

Duties and Responsibilities

Strategic Communications

- Supports the development of communications and public participation plans, activities and strategies that support organizational priorities and objectives.
- Ensures plans incorporate media, digital and social media aspects.
- Reviews and monitors communications material from all departments and takes appropriate action to ensure consistency with the Visual Identify Program.
- Researches, reviews, gathers content from departments, writes, edits and publishes clear, timely, engaging and concise content for websites, social media and the employee and community newsletters.
- Produces short videos and takes photos to enhance strategic communications campaigns.

Digital

- Oversees and maintains all functions and content for the District's website, intranet, and social media sites.
- Conducts research, anticipates new opportunities and prepares recommendations to enhance the District's digital strategies.
- Remains current in online and digital trends, products, and best practices, and brings forward ideas and programs to improve the District's digital channels and overall organizational communication strategy.
- Establishes and maintains a continuous research, testing, and improvement program to ensure that all of the content on the District's website, corporate intranet, and other digital channels meets users' needs, and is searchable, findable, and accessible.
- Develops and delivers training material for the website and intranet to support web authors and departmental users.

Website

- Works within a hybrid web publishing environment, manages requests for new or updated content from across the organization, and provides guidance in digital content best practices to other content creators and web authors.
- Oversees and maintains the content lifecycle for the District's website and corporate intranet to ensure that content is being added, updated, revised, archived, and removed at the appropriate times.
- Ensures consistency and compliance with organizational standards by working with web authors to keep online information current.

- Provides recommendations, regular training, ongoing guidance and assistance to web authors and intranet users in a decentralized model.
- Employs user research, analytics, and other inputs to design and write web and other digital content to help users quickly and easily achieve their goals.
- Identifies and implements web design and navigation improvements, including search engine optimization and user experience enhancements.
- Monitors and evaluates the effectiveness of web content and makes recommendations on new web technologies and enhancements, including online application processes, to improve communication, customer service and accessibility.

Social media

- Maintains and enhances the District's online presence by developing social media enhancement strategies, responding to public inquiries and identifying potential issues.
- Recommends budgets for paid campaigns and develops creative and strategy for online advertising.

Media/media monitoring

- Researches and produces efficient media monitoring reports for Council, directors and senior staff and identifies potential issues.
- Supports the development of proactive positive media relations and key messages.
- Assists in the drafting and development of news releases and media advisories.

Other

- Develops effective working relationships with staff at all levels of the organization and provides recommendations under tight timelines.
- Develops and establishes departmental processes and procedures.
- Acts as Emergency Operations Centre information officer support.
- Performs other related duties as required.

Qualifications

- Bachelor's degree in communications/public relations or related field.
- Two years recent work experience – within the last five years - in a similar communications role.
- An equivalent combination of education and experience may be considered.
- Superior interpersonal and communication skills.
- Exceptional research, writing, proofreading and editing skills for various communication channels.
- Knowledge of/familiarity with Canadian Press (CP) Style writing.
- Able to translate multifaceted concepts into plain language for different audiences.
- Able to communicate effectively with all levels of the organization; able to determine the needs of other departments by asking the right questions, listening and confirming before acting.
- Excellent critical thinking skills coupled with the ability to produce effective products and campaigns.

Physical Requirements

No physical activity required.

Working Conditions

Works in an office environment.