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| <b>Job Title:</b><br>Communications and Engagement Specialist (Project Role) |  | <b>Pay Grade:</b><br>8 (interim rating)                          |
| <b>Department:</b><br>Corporate Services                                     |  | <b>Reports To:</b><br>Senior Manager of Capital Project Delivery |
| <b>JJE Maintenance Review Date:</b><br>2027                                  | <b>Content Last Updated:</b><br>January 2024 | <b>Position(s) supervised:</b><br>N/A                            |

### **JOB SUMMARY**

Reporting to the Senior Manager of Capital Project Delivery (Manager), the Communications and Engagement Specialist (Specialist) is a term position dedicated to leading community engagement on the Comox Valley Sewer Conveyance Project and supporting other Engineering Projects under the direction of the Manager. This position is responsible for engaging with Comox Valley residents and stakeholders about the construction impacts of the project through a variety of channels including social media, website, advertising, media, email, newsletter, webinars and open houses.

This position works closely with the Engineering Services and requires regular interaction with the Project Management team and contractors to develop and execute public engagement plans and manage issues as they arise. This position will play a critical role in keeping the community informed about construction impacts, including scheduled traffic disruptions so that homeowners, business owners and commuters are aware of the nature and timing of these disruptions and can plan accordingly.

This role is a member of a larger multi-department project team which meets regularly to collaborate about partner and stakeholder impacts and to ensure open dialogue across jurisdictions. The Specialist is also responsible for overseeing consultants and for working collaboratively with members of the communications team.

### **MAJOR DUTIES AND RESPONSIBILITIES**

1. Identifies, develops and executes multi-channel communications and engagement plans adhering to International Association of Public Participation standards that support key Comox Valley Regional District (CVRD) initiatives in a cost efficient and effective manner.
2. Ensures corporate branding and messaging is clear and consistent, and that initiatives and tactics align with CVRD core services, strategic plan drivers and

strategic priorities to support and maintain a centralized presence and voice for the CVRD.

3. Develops issues briefings, key messages, news releases and reports for senior staff and directors, including presenting to directors about programs and initiatives when required.
4. Serves as a liaison for media requests and coordinates media responses.
5. Develops of a wide variety of communications materials including news releases, videos, backgrounders, reports, newsletters, brochures, displays and signage.
6. Responsible for overseeing content on the CVRD websites. Monitors and updates information; monitors analytics and proposes improvements where weaknesses are identified.
7. Liaises with related agencies and suppliers/contractors to ensure effective and timely coordination of information to the public.
8. Ensures quality control for the project, including adherence to graphic standards, in the delivery and presentation of marketing initiatives, promotional materials, web and print content.
9. Supports the Manager with other communications activities and strategies as called upon.
10. Provides guidance and direction to fellow staff within the Project team.
11. Other duties as assigned.

### **EDUCATION AND EXPERIENCE** *(required minimum)*

- High school graduation plus an additional program of over two years and up to three years with specialty in communications, engagement or other relevant discipline.
- Over four years up to and including five years' experience in developing and implementing communications programs and engagement initiatives for a diverse organization, preferably in local government.
- Equivalent combination of education and experience may be considered.

### **REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS** *(required for acceptance into the job or to be acquired in first six months of being in the job)*

- Valid BC driver's license

### **PREFERRED QUALIFICATIONS**

- Certification within International Association of Public Participation.
- International Association of Business Communicators or Canadian Public Relations Society membership
- Crisis communications training
- Previous experience providing communications support for capital projects
- Previous experience working with Creative Suite 6

**KNOWLEDGE, ABILITIES AND SKILLS** *(required for acceptance into the job or to be demonstrated in first six months of being in the job)*

- Sound working knowledge of the philosophies, processes and practices relating to public engagement, marketing, events management and communications.
- Sound judgement in handling sensitive information, providing advice to senior staff and corresponding directly with the Chief Administrative Officer and Board of Directors when required.
- Experience managing social media platforms including Hootsuite, Facebook, Twitter, and YouTube.
- Sound working knowledge of graphic design and production programs including Adobe Photoshop, Illustrator, InDesign, Designer and Acrobat Writer preferred
- Demonstrated advanced level skills with Microsoft Office Suite, with emphasis on presentations and word processing. Strong utilization skills with Adobe Acrobat, Explorer, web utilization skills and SharePoint applications
- Demonstrated advanced level skill in developing and participation in implementation of all facets of a strategic communications and engagement plans.
- Demonstrated advanced ability to meet very tight deadlines and to juggle numerous tasks.
- Demonstrated ability to anticipate communications needs, and identify and develop the best tools and best timing for providing effective information to various publics.
- Demonstrated skill in writing plain language materials: taking complex and technical information and making it interesting and easy for the public to understand.
- Ability to manage multiple projects and ensure effective delivery of projects on time and budget.
- Ability to post information with speed, thoroughness, accuracy, consistency and coherence, and utilize proper grammar, punctuation and spelling.
- Ability to work independently, set and meet deadlines independently.
- Good communication, interpersonal, organizational and problem solving skills.
- Well-developed consultative, facilitation and project management skills.
- Superior oral and written communication, presentation and interpersonal skills.
- Team oriented ability to adapt to change and a strong work ethic in achieving personal and organizational goals.

**EMPLOYEE SIGNATURE**

I have read and understand this job description

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

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Date