

<b>Job Title:</b> Communications and Engagement Specialist - CSWM		<b>Pay Grade:</b> 8 (Interim Rating)
<b>Department:</b> Engineering Services		<b>Reports To:</b> Manager of Solid Waste Planning and Policy Development
<b>JJE Maintenance Review Date:</b> N/A	<b>Content Last Updated:</b> April 2025	<b>Position(s) supervised:</b> N/A

## JOB SUMMARY

Reporting to and under the direction and guidance of the Manager of Solid Waste Planning and Policy Development, the Communications and Engagement Specialist-CSWM (Specialist) works on a variety of engagement, education and communication projects in support of the Comox Strathcona Waste Management (CSWM) service. The CSWM service area encompasses both the Comox Valley Regional District and the Strathcona Regional District and supports facilities and programs within the entire service area.

The Specialist is responsible for the overall community engagement, education, and communication of CSWM projects to and programs to foster positive behavior changes. As a key member of the solid waste team, the Specialist develops and implements communication and public engagement strategies in alignment with International Association of Public Participation standards and Comox Valley Regional District corporate guidelines. Responsibilities encompass multi-channel communication planning, adherence to budget constraints, development of branding strategies and materials, media liaison, and oversight of the CSWM website, overseeing consultants and working collaboratively with the communications and engagement team.

## MAJOR DUTIES AND RESPONSIBILITIES

1. Develop and execute multi-channel communications and engagement plans in line with International Association of Public Participation standards to support CSWM initiatives efficiently and cost-effectively.
2. Ensure CSWM branding, messaging and graphic standards are clear, consistent, and aligned with CSWM core services, strategic plan drivers, and priorities, contributing to their development and execution across all communication materials and platforms with professionalism and consistency.

3. Collaborate with internal teams, partner municipalities, Strathcona Regional District, and First Nation communities for the dissemination of CSWM information.
4. Working under the guidance of the First Nations Liaison provide communication tools that support existing programs to develop and maintain positive relationships with First Nations communities within the CSWM service area, ensuring their perspectives and needs are integrated into communication strategies and initiatives, and facilitating meaningful engagement and collaboration on waste management projects and programs.
5. Adhere to assigned project budgets and recommend financial impacts related to communications.
6. Develop and oversee various communications material, such as issues briefings, key messages, news releases, reports, videos, backgrounders, newsletters, brochures, displays and signage, ensuring accuracy, relevance, alignment with CSWM messaging and branding guidelines.
7. Presenting programs and initiatives to senior staff and directors as needed.
8. Serve as a liaison for media requests, coordinate timely media responses, and represent CSWM's interest as an official spokesperson as required.
9. Collaborate with communications contractors, education contractors and consultants to streamline project workflows, provide strategic guidance, enhance community education program/school curriculum, set goals, develop Request for Proposals for program delivery, integrate communication efforts with CSWM initiatives and incorporate diversion activities.
10. Manage and optimize the CSWM website, analyze user engagement data to propose enhancements to improve usability, accessibility, and content, and collaborate with stakeholders to prioritize user-centric design across engagement platforms to enhance community engagement, including the CSWM, Comox Valley Regional District and Strathcona Regional District specific engagement sites.
11. Liaise with related agencies and suppliers/contractors to ensure timely dissemination of information to the public, ensuring consistent messaging and effective communication strategies.
12. Ensure rigorous graphic standards quality control measures are applied for all departmental deliverables.
13. Utilize graphic design and production programs, such as Adobe Photoshop, Creative Suite, Illustrator, InDesign, Designer and Acrobat Writer to develop branding templates and visually compelling communication materials.

14. Provide expertise and guidance to CSWM staff, consultants, and external partners in communication activities and strategies in alignment with CVRD corporate standards.
15. Lead the development and execution of targeted education campaigns aimed at driving behavioral change and fostering a culture of waste reduction and sustainability within the community.
16. Manage CSWM social media accounts such as YouTube, Instagram, and Facebook, utilizing tools like Hootsuite to amplify messaging, engage with stakeholders, and promote CSWM initiatives.
17. Develop comprehensive social media plans tailored to each platform to promote CSWM initiatives, events, and campaigns, enhancing brand visibility.
18. Proactively engage with stakeholders by responding to messages, comments, and inquiries in a timely and professional manner. May require infrequent work outside of regular business hours to support evening or weekend engagement events or travel to solid waste facilities.
19. May be required to participate in an activated Emergency Operations Centre.
20. Other duties as assigned.

### **REQUIRED EDUCATION AND EXPERIENCE**

- High school graduation plus additional diploma of over two years and up to three years with specialty in communications, engagement, public relations or other relevant discipline that aligns with the duties of the role.
- 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)*

- Certification within International Association of Public Participation
- Valid BC Class 5 driver's license

### **PREFERRED QUALIFICATIONS**

- International Association of Business Communicators or Canadian Public Relations Society membership
- Emergency management information officer or crisis communication training
- Previous experience working with Adobe Creative Suite
- Experience with communication of solid waste principles, or related work.

### **KNOWLEDGE, ABILITIES AND SKILLS**

- Demonstrated skill in developing and participation in implementation of all facets of strategic communications and engagement plans.
- Demonstrated ability to manage multiple projects effectively, ensuring timely delivery within budget constraints.
- Demonstrated skill in writing plain language materials to convey complex and technical information in an engaging and understandable manner for public consumption.
- Operational knowledge of Content Management Systems (Drupal).
- Sound working knowledge of the philosophies, processes and practices relating to public engagement, marketing, communications, and events management, including organizing diverse public events such as open houses, forums, and landfill tours, utilizing strategic marketing to promote events effectively, managing logistics and budgets for event execution, fostering dialogue and community engagement, and evaluating and improving strategies based on feedback and analytics.
- Sound judgement in handling sensitive information, providing advice to senior staff generally, and corresponding with the Chief Administrative Officer and Board of Directors when required in limited capacity.
- Proficient in managing various social media platforms, including Facebook, Instagram, X, LinkedIn, Bluesky, YouTube and utilizing tools like Hootsuite.
- Demonstrated proficiency with Microsoft Office Suite, with emphasis on presentations and word processing.
- Acrobat, Explorer, web utilization skills and SharePoint applications.
- Demonstrated ability to anticipate communications needs and identify and develop the best tools and best timing for providing effective information to diverse audiences.
- Knowledge of the processes of photography, video, print and web production.
- Strong attention to detail and ability to post information with speed, thoroughness, accuracy, consistency, and coherence, and utilize proper grammar, punctuation and spelling.
- Ability to work autonomously, setting and meeting deadlines independently while excelling in a team environment.
- Excellent communication, interpersonal, organizational, and problem-solving skills, consultative, facilitation and project management skills.
- Superior oral and written communication, presentation, and interpersonal skills, fostering effective collaboration and relationship-building.
- Ability to adapt to change and a strong work ethic in achieving personal and organizational goals.
- Willingness to learn about operational aspects of solid waste to improve communication with stakeholders.

**EMPLOYEE SIGNATURE**

I have read and understand this job description.

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

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Signature

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Date