

Job Title: Senior Communications and Engagement Advisor		Pay Grade: 8
Department: Corporate Services		Reports To: Manager of Communications and Engagement
JJE Maintenance Review Date: March 2027	Content Last Updated: January 2024	Position(s) supervised: N/A

JOB SUMMARY

Reporting to the Manager of Communications and Engagement, the Senior Communications and Engagement Advisor (Advisor) works on a variety of public engagement, education and communication projects for the Comox Valley Regional District (CVRD). This position is responsible for helping to educate and engage residents about programs to support successful outcomes and behavior changes within the CVRD.

As a key member of the communications team, the Advisor develops, advises and executes communication and public engagement plans for the organization with assistance from consultants and department staff as required.

MAJOR DUTIES AND RESPONSIBILITIES

1. Identifies, develops and executes multi-channel communications, education and engagement plans adhering to International Association of Public Participation standards that support key for CVRD initiatives in a cost efficient and effective manner.
2. Responsible to adhere to assigned project budgets and make recommendations for communications financial impacts to related project budgets.
3. Maintains a solid knowledge and understanding of the CVRD's operations and emerging trends and issues.
4. 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.
5. Serves as a liaison for media requests, coordinates media responses and is a spokesperson as appropriate.

6. Provides senior level communications and engagement expertise, advice and training to CVRD staff, consultants and external partners in communication activities and strategies.
7. Assigns tasks and monitors the work of CVRD communications staff, contractors, and consultants to keep projects on track and address any questions or follow-up. Provides direction and guidance and assists with obtaining required internal approvals to ensure projects are delivered on time and on budget.
8. Develops social media plans and coordinates digital marketing campaigns and messages; recommends budgets for paid campaigns and develops creative for online advertising with consultants' assistance.
9. Develops social media responses, issues briefings, key messages, speaking notes, news releases and reports for senior staff and directors, including presenting to directors about programs and initiatives when required.
10. Coordinates and conducts market research, market surveys, open houses and feedback opportunities identified through public engagement plans.
11. Develops, writes, and edits a wide variety of communications materials including news releases, videos, backgrounders, reports, newsletters, brochures, displays and signage. Ensures quality control for the department, including adherence to graphic standards and dissemination across a variety of channels.
12. Responsible for overseeing content on the CVRD and Engage Comox Valley websites. Monitors and updates information; monitors analytics and propose improvements where gaps identified. Provides guidance to staff on editing and formatting these sites to ensure consistency and compliance with established standards.
13. Acts as an information officer and provides emergency management support as required.
14. Applies online tools and metrics to analyze the effectiveness of campaigns and prepare information and analyses and related recommendations.
15. Assists with maintaining centralized accounts for social media and online tools and assists divisions with updating information. Monitors and responds to social media questions.
16. Supports the Manager with internal communications activities and strategies.
17. Plays a contributory role in the development and execution of the corporate identity guide, social media tools and advancement of tools, and public engagement toolkit. Supports staff training on internal tools and communication/engagement best practices.
18. Backfill to the Manager of Communications and Engagement as required and provides backfill to other communications and engagement roles as required.
19. Other duties as assigned.

REQUIRED EDUCATION AND EXPERIENCE

- Undergraduate degree of four years, or equivalent communications, marketing, public relations or other relevant discipline.
- Over three years, up to and including four years in developing and implementing communications programs and engagement initiatives for a diverse organization, preferably in local government.
- An 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.
- Emergency management information officer training.
- Previous experience working with Creative Suite 6.
- Project Management experience.

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 philosophies, processes and practices relating to public engagement, marketing, events management and communications.
- Considerable knowledge of the processes of graphic design, photography, video production, print and web production, and social media channels.
- Sound working knowledge of graphic design and production programs including Adobe Photoshop, Illustrator, InDesign, Designer and Acrobat Writer preferred
- 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.
- Demonstrated ability to anticipate communications needs and identify and develop the best tools and best timing for providing effective information to various publics.
- Demonstrated ability to meet very tight deadlines and to juggle numerous tasks.
- 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.

- Demonstrated ability to be creative and innovative.
- Team oriented ability to adapt to change and a strong work ethic in achieving personal and organizational goals.
- Experience managing social media platforms including Facebook, Bluesky, LinkedIn and YouTube.
- 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 skill in developing and participation in implementation of all facets of strategic communications and engagement plans.
- Demonstrated skill in writing plain language materials: taking complex and technical information and making it interesting and easy for the public to understand.
- 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.

EMPLOYEE SIGNATURE

I have read and understand this job description

Print Name

Signature

Date