



## CITY OF COLWOOD

### JOB DESCRIPTION

**TITLE:** ENGAGEMENT ASSISTANT  
**DEPARTMENT:** COMMUNICATIONS  
**POSITION TYPE:** FULL-TIME PERMANENT UNION POSITION  
**PAY GRADE:** PAY GRADE 9, \$33.41HR (2020 RATE) under review  
**LAST UPDATED:** SEPTEMBER 2020

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#### **NATURE AND SCOPE OF WORK**

Reporting to the Corporate Communications Manager, this position is responsible for supporting the communications, marketing and engagement activity of the City. The Communications team works directly with Council, leadership and City staff, as well as media and other partners.

The role of the Communications team is diverse, with duties ranging from strategic communications planning and advice to community engagement, internal communications, media relations, marketing, event planning, volunteer coordination and more. Technical skill and attention to detail is required to produce high-quality written and graphic work under tight timelines and with high visibility.

#### **TYPICAL DUTIES AND RESPONSIBILITIES**

Marketing and Promotions:

- Drafts social media posts to promote City news, events, strategic initiatives and key messages and schedules posts for publishing.
- Publishes live posts and responds to questions and comments during events and activities.
- Assists with marketing campaigns.

Citizen engagement:

- Maintains media and stakeholder databases, distributes media releases, updates sections of the city website.
- Provides support for engagement initiatives by assisting with planning, drafting surveys and reports, coordinating the booking of venues, scheduling consultants/presenters, assisting with the ordering of supplies and coordination of engagement activities.



- Compiles survey data and prepares reports.
- Assists with the compilation of external newsletters and monthly media calendar content; tracks and updates production schedules for City communications and engagement materials, including such things as print publications, newsletters, posters, reports, signage and advertising. Conducts research as needed.

#### Community events:

- Provides support for community events by drafting event plans, preparing vendor permits, assisting with scheduling, coordinating with vendors and performers, ordering supplies and promotional materials, tracking budgets, liaising with public works and other departments as required, assisting with event promotions, volunteer coordination, site planning, event implementation and follow up.
- Captures photos of events.

#### Internal communications:

- Assists with weekly media monitoring for distribution to Council and staff. Assists with the compilation information for internal newsletter. Circulates communications reports for internal review.
- Assist internal staff by researching content and providing graphics that serve to support and enhance the City's Strategic Plan and related initiatives.

#### Administration:

- Coordinate the communications department schedule, events calendar and engagement calendar to prioritize functions and appointments. Screens and prioritizes telephone calls and e-mails; manages information requests.
- Performs research on relevant topics to round out stories.
- Assists with the preparation and distribution of reports, presentations, and correspondence.
- Maintains files and records management systems for the department.
- Tracks and provides budget updates; schedules meetings; orders office supplies, coordinates and provides support for operational plan updates and quarterly reporting; assists with compiling and tracking department and program service metrics.

Perform related duties as required where qualified.



### **MINIMUM TRAINING AND EXPERIENCE REQUIRED**

1. Degree and/or Diploma in communications, public relations, journalism or related discipline or equivalent combination of education and experience.
2. Minimum 2 years' experience in a local government environment, preferably in communications.
3. Proficiency in Microsoft Office, Adobe Creative Suite, web, social media and public engagement tools.
4. Able to coordinate time between various locations in a timely manner.

### **REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS**

- IAP2 Training is considered a strong asset
- Current and valid class 5 B.C. Driver's License
- Satisfactory Criminal Record Check may be required

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

1. Ability to communicate in a clear and concise manner (oral and written) that serves to clarify intent, achieve goals, and detail the complexities of any given situation.
2. Demonstrated knowledge of the principles of strategic communications, engagement and marketing and ability to create and execute strategic communications.
3. Demonstrated creative and technical writing style.
4. Ability to work to deadlines on multiple projects.
5. Strong organizational skills including a demonstrated ability to multi-task, organize, and prioritize work inside of a fast-paced and change-oriented work environment.
6. Proficient in the use of Office Suite software and applications (e.g., MS Word, PowerPoint, Excel, and Outlook) and ability to operate standard office equipment.
7. Experience maximizing effectiveness of online tools, websites, and other social media including Facebook, Twitter, Instagram and YouTube
8. Demonstrated ability to work well as a part of a team and to bring energy and passion to the work.
9. Ability to use discretion when handling sensitive, high-level, or confidential matters.

### **WORKING CONDITIONS / JOB ENVIRONMENT**

Work is conducted in an office environment, including a home office setting when appropriate and with approval. Some travel within the region may be required for offsite meetings and events. Regular working hours may include evenings or weekends to accommodate events outside of business hours.