



Job Description

Communications Coordinator

Regional District of Central Kootenay

TITLE OF IMMEDIATE SUPERVISOR: Senior Manager of Corporate Administration/Corporate Officer

TITLE OF IMMEDIATE SUBORDINATES: Could vary by assignment

DEPARTMENT: Corporate Administration

SUMMARY OF POSITION:

Reporting to the Senior Manager of Corporate Administration (the "Senior Manager"), the Communications Coordinator coordinates and delivers communications and engagement activities for the Regional District. The position works collaboratively with departments to develop clear, timely and accessible public, stakeholder and employee communications consistent with Regional District direction, policies, protocols and brand standards.

The Communications Coordinator supports a positive public profile for the Regional District through effective communications across a range of channels. The position provides communications advice and support to staff, coordinates media relations and develops communications materials, tools and content.

The position works within the strategic communications direction established by the Regional District and provides communications support for corporate initiatives, programs, projects and issues, including during emergencies.

ROLE AND RESPONSIBILITIES

As a member of the Corporate Administration team, responsibilities include, but are not limited to:

1. Coordinating and delivering communications and engagement activities in consultation with departments and within established Regional District communications strategies, policies and protocols.
2. Supporting departments with communications planning and delivery, ensuring department-specific communications are consistent with corporate direction, brand standards and established protocols.
3. Developing and delivering public, stakeholder and employee communications across appropriate communication channels.
4. Managing and maintaining the Regional District's social media presence, including developing content, coordinating submissions and monitoring engagement.
5. Ensuring departmental communications are consistent with corporate communications standards, policies, protocols and brand requirements.
6. Maintaining awareness of emerging communications issues and public response and bringing significant or

potentially sensitive issues to the attention of the relevant managers, the Senior Manager , and/or the office of the CAO, as appropriate.

7. Works within the strategic communications direction established by the CAO and provides communications support to the Senior Manager of Corporate Administration, senior leaders and other internal clients as required.
8. –Maintain, develop and assure quality content for RDCK communications platforms such as the website, engagement sites and content generation and management systems.
9. Monitoring and reporting on communications activities, including audience reach, engagement and effectiveness, and identifying opportunities for improvement.
10. Providing communications advice, guidance and support to staff and internal clients, including assistance with communications planning, messaging, content and use of communication channels.
11. Supporting Regional District events and initiatives through communications, promotion and engagement activities.
12. Producing written and visual communications, including news releases, public notices, promotional materials, advertisements, web content, social media content and other communications products.
13. Providing tactical communications and media support during issues and emergencies, including communications support to the Emergency Operations Centre when required and in accordance with established emergency communications protocols.
14. Coordinating day-to-day media relations, including responding to media inquiries, maintaining media contacts, coordinating interviews and identifying opportunities to promote Regional District programs, services, projects and initiatives.
15. Coordinating communications-related procurement and contracts, including vendor and supplier relationships.
16. Developing and maintaining communications tools, templates and resources to support consistent and effective communications across the organization.

REQUIRED QUALIFICATIONS AND EXPERIENCE

- Diploma in communications, public relations, journalism, marketing or a related field, with three (3) years of directly related experience. An equivalent combination of education and experience may be considered.
- Experience working with media and providing communications support in a public-sector or complex organizational environment.
- Experience developing and delivering communications materials across multiple channels.
- Experience supporting public engagement, communications projects and organizational initiatives.
- Experience providing communications support during an emergency or significant incident would be considered an asset.
- Experience managing website content using WordPress or similar content management systems. Familiarity with other platforms such as Canva and Hootsuite would be considered an asset.
- Project coordination experience would be considered an asset.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of effective communications practices, media relations and public engagement.
- Excellent written, verbal and digital communication skills.
- Ability to translate complex information into clear, accessible and audience-appropriate communications.
- Ability to develop and deliver communications within established strategic direction, policies and protocols.
- Demonstrated understanding of media and communications channels and their appropriate use.
- Strong organizational and project coordination skills.
- Excellent interpersonal and relationship-building skills.
- Ability to work collaboratively with staff across a diverse organization.
- Ability to provide practical communications advice and support to internal clients.
- Ability to exercise sound judgment and discretion when dealing with sensitive information and emerging issues.
- Ability to identify communications risks or concerns and escalate significant issues appropriately.
- Ability to work effectively under pressure, manage competing priorities and meet deadlines.
- Proficiency with communications, digital and social media tools.
- Commitment to the RDCK values: Health and Safety, Integrity, Accountability and Respect.

ACCEPTANCE:

I have read and discussed the expectations for this position. The associated tasks have been explained to me by my direct supervisor and I am prepared to accept these responsibilities.

_____	_____	_____
Employee Name	Employee Signature	Date
_____	_____	_____
Employer Representative Name	Employer Representative Signature	Date