

Position Description:

Communications Officer

Summary

Reporting to the Director of Marketing and Communications, the Communications Officer is responsible for the delivery of timely and effective content to help raise the profile and promote Northern Development Initiative Trust programs, services, projects and the communities it serves with a variety of stakeholders across a diverse range of communications channels.

The funding programs and services provided by Northern Development have a profound impact on the region. The Communications Officer will help develop storytelling across a variety of media to not only solicit additional funding applications, but also to leverage the investments to create greater exposure for our region.

As a public Trust, Northern Development has a great accountability to a variety of government, industry and other stakeholders. The Communications Officer will help support the creation of compelling reports that maximize transparency, demonstrate impact and engage stakeholders. The Communications Officer will also support the distribution of reports and other materials through the careful management of contact lists for targeted outreach, as well as the strategic use of a variety of traditional and digital communications platforms.

Through research and monitoring of a variety of media, the Communications Officer will help to observe the reputation of Northern Development, its staff and leadership, as well as identify opportunities to improve it and execute related tactics.

The Communications Officer will establish and maintain excellent working relationships with Trust staff, local and regional governments, First Nations, not-for-profit groups, provincial and federal agencies, private organizations, media and other stakeholders.

They will demonstrate strong research and communication skills, the initiative and value for continuous improvement, as well as the ability to set and manage conflicting priorities. The Communications Officer will also maintain a high degree of confidentiality, tact, diplomacy and discretion at all times.

Primary Responsibilities

- Coordinating, drafting and editing text for success stories, social media posts, reports, newsletters, advertisements, collateral materials and other marketing and communications tools, while adhering to Canadian Press and Northern Development style guides.
- Liaising with project proponents, Northern Development staff, partners and other stakeholders, in order to collect information and materials to develop stories of impact, success and regional development, whether told through the written word, photography, video, events or other media.
- Coordinating with contractors for the collection and creation of design, photography and video assets to help support Northern Development marketing and communications initiatives, as well as helping with the preparation of these assets for distribution across both digital and print communication channels.
- Monitoring media to track coverage of Northern Development projects and initiatives, as well as to identify emerging regional economic issues and trends to better inform the development of programs and services to help advance the region.

- Liaising with staff to identify opportunities to publicize and recognize project milestones.
- Contributing to the development and execution of Northern Development's online strategies, including social media, websites and other digital platforms.
- Assisting with the planning and purchasing of advertising.
- Liaising with staff to provide support for delivering training programs across the region, including the ongoing development of marketing collateral and supporting materials.
- Working with staff to maintain and update contact information for media contacts, partners and other stakeholders for the purpose of targeted outreach through Northern Development's Customer Relationship Management system.
- Contributing to the management of a variety of communications channels, including websites, social media, customer relationship management platforms, event registration systems, and email communication systems.
- Assisting with all logistics for media and networking events, from distributing invitations, tracking registrations, organizing décor, refreshments, speaking notes, etc.
- Undertaking research about a variety of topics related to the region, economic development, and Trust initiatives.
- Contributing to the completion of Northern Development work plan performance targets.
- Representing the Trust as assigned.

Qualifications

Educational requirements

- A bachelor's degree in communications, journalism, public relations, marketing or related field, or a minimum of 2 years of equivalent experience.

Technical skill requirements

- Demonstrated excellence in writing skills for a variety of formats including press releases, magazines, newsletters, websites, social media, reports, and targeted at a range of audiences.
- Strong presentation, written communication skills and computer skills.
- A strong understanding of and experience with social media platforms such as Facebook, Twitter, Instagram, LinkedIn and YouTube.
- Familiarity with an event registration system (such as Eventbrite).
- Familiarity with email marketing tools (such as MailChimp, Constant Contact).
- Basic experience with contact management.
- Basic experience with photo editing and/or design software, such as the Adobe Creative Suite (InDesign, Illustrator, Photoshop).

Required competencies

- Keen interest in news media and the ability to respond to and prioritize a diverse range of media inquiries relating to the region and the Trust's work.
- Familiarity with the process of planning for and selecting creative vendors (designers, photographers, videographers).
- Familiarity with the process of planning and purchasing advertising.
- Basic experience with event management.
- Demonstrated understanding of the economy in central and northern B.C. and the communities within the Trust's service area.

- Ability to effectively research, analyze and compile information from a variety of sources.
- Demonstrated excellence in customer service experience and an ability to develop relationships in person, electronically and over the phone.
- Demonstrated high levels of attention to detail.
- Experience collaborating with and/or providing leadership or direction to non-reporting teams, professional staff and consultants.
- Experience managing multiple work priorities under pressure, a proven ability to meet deadlines within critical timeline constraints.
- Experience establishing collaborative relationships with a variety of stakeholder groups.
- Demonstrated ability to work as a member of a collaborative team that places value on continuous improvement.
- A flexible and committed approach to the job.

Other requirements

- Successful completion of security screening requirements which includes a criminal records check, and/or Criminal Records Review Act (CRRRA) check.
- Documentation confirming eligibility to work for those not permanent residents of Canada.