



## Job Description

**Position Title:** Communications Officer

**Reports to:** Manager of Corporate Services and Communications

**Supervises:** n/a

**Effective Date:** June 2010

<b>General Position Summary</b>	This position is based in Surrey, B.C. and is responsible for assisting the Manager of Corporate Services and Communications in producing, implementing and managing communication projects.
<b>Job Scope</b>	<p>The Communications Officer receives direction from the Manager of Corporate Services and Communications and is expected to work with independence and a high degree of initiative.</p> <p>The Communications Officer will work with staff from across the organization in various projects involving communications. The Communications Officer will have considerable experience with social media and social networking, and will strategize with and educate the Management Team and staff on incorporating relevant social media techniques into the corporate culture and into the organizations' services.</p>
<b>Linkages and Relationships</b>	<p><i>Internal –</i></p> <ul style="list-style-type: none"> <li>• The Communications Officer reports to the Manager of Corporate Services and Communications and works closely with the management team and staff within all areas of the organization.</li> </ul> <p><i>External –</i></p> <ul style="list-style-type: none"> <li>• The Communications Officer communicates with the media, government, a variety of external stakeholders, various agencies and consultants.</li> </ul>
<b>Key Accountabilities and Deliverables</b>	<ul style="list-style-type: none"> <li>• Create content for VSA Bulletin, news releases, web pages and other communication vehicles</li> <li>• Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility and traffic and manage social media programs</li> <li>• Research new social media tools, monitor trends and applications and provide recommendations on how to increase the VSA's presence and engage and inform the consumers</li> <li>• Develop and monitor all social media and network channels including Facebook, YouTube, Twitter, Blogs, etc. to establish on-line presence</li> <li>• Strategize with and educate the Management Team and others across the organization on incorporating relevant social medial techniques into the corporate culture and into all of the organization's services and increasing the use of social media at VSA</li> <li>• Develop a plan to measure the impact of social media</li> <li>• Create a website strategy and maintain/update website/intranet when required</li> <li>• Work with the Communications Team and Consumer Services Team</li> </ul>

	on broader initiatives as required
<b>Education, Certification and Experience</b>	<ul style="list-style-type: none"> <li>• Diploma in Communications, Journalism, Marketing, Public Relations or equivalent</li> <li>• Some prior experience preferred</li> <li>• Excellent interpersonal and organizational skills</li> <li>• Strong written and oral communication skills, with a very strong command of English</li> <li>• Experience with website and social media tools, techniques and strategies</li> <li>• Experience in the drafting of news releases, bulletins, articles, correspondences, presentation materials, etc.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of social media and social networking</li> <li>• Knowledge of a variety of computerized applications and their capabilities</li> <li>• Basic knowledge of HTML would be an asset</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent editing and proofreading skills</li> <li>• Excellent verbal communication and problem solving skills</li> <li>• Strategic in approach, think out of the box and apply creativity to produce outstanding results</li> <li>• Strong computer skills and an understanding of the use of software applications, such as Word, Excel, PowerPoint, Outlook and web publishing software</li> <li>• Have the ability to multi-task and set priorities</li> <li>• Manage time efficiently</li> <li>• Demonstrate strong teamwork skills</li> <li>• Ability to communicate effectively with stakeholders, the public, government and media</li> <li>• Manage and work with external consultants and vendors</li> <li>• Ability to draft a wide variety of communications</li> <li>• Ability to manage confidential information</li> <li>• Ability to work independently and function effectively as part of a team</li> <li>• Excellent organizational skills</li> <li>• Proficiency in Adobe Acrobat and Adobe Photoshop would be an asset</li> </ul>
<b>Special Requirements</b>	<ul style="list-style-type: none"> <li>• Subject to a Criminal Record Check.</li> </ul>