

**JOB DESCRIPTION
BCGEU SERIES**

1. Position No. 80753, 81313	2. Descriptive Working Title Senior Communications Specialist, Social Media & Digital Marketing		3. Present Classification AO III
4. Department External Communications & Brand Strategy	5. Branch Communications	6. Work Location Telework Eligible	Date Sep 2021; Rev Mar 2022
7. Position No. of Supervisor 81814	8. Descriptive Work Title of Supervisor Manager, Social Media & Digital Marketing		9. Classification of Supervisor Excluded
10. Job Summary			

Reporting to the Manager, Social Media and Digital Marketing, the Senior Communications Specialist, Social Media and Digital Marketing is responsible for curating and developing content for BC Housing's various digital and social media channels, and executes social media campaigns to support the Commission's goals and objectives. He/she/they monitors comments and conversations, writes social media messaging and creates visual, informative content to share on all digital channels.

11. Duties:	Focus of duties may vary depending on portfolio assigned
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1. Schedules, moderates and monitors day-to-day aspects of all digital and social media channels, ensuring all comments and conversations follow agreed upon terms of use under applicable legislation
2. Writes social media messaging for various platforms including Facebook, Twitter, LinkedIn, and Youtube, ensuring all published content uses a single and unifying tone and voice
3. Creates visual, informative, topical, and interesting content to post and share on social media including video, graphics, photos, maps, and other interactive digital content
4. Coordinates social media campaigns to increase awareness of BC Housing's mandate, including the promotion of research, events, programs and initiatives.
5. Continually promotes BC Housing's social media channels to our stakeholders; identifies online influencers relevant to our work and performs outreach where appropriate
6. Shoots and edits videos and photos, as required
7. Tracks and reports on weekly/monthly/annual analytics related to content
8. Supports the Communications team to develop content in conjunction with BC Housing's editorial calendar of events
9. Coordinates the production, inventory and distribution of a variety of internal and external digital and multimedia materials and publications, working with service providers and fulfillment firms as required
10. Researches, tests, assesses and recommends best practices, trends, new standards, and tools related to digital marketing and communications; develops and recommends standards and tools, re-evaluates processes based on emerging trends
11. Working closely with the Manager, other BC Housing branches and internal clients to achieve overall business goals, and the business goals of various departments using a variety of digital technologies
12. Supports the development of social media response to crisis communications
13. Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

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4. Education, Training, and Experience

Advanced diploma in communications, journalism, public relations, marketing or other relevant field.

Considerable progressive experience in communications or marketing, working with social media and digital content for diverse communities.

Or an equivalent combination of education, training, and experience acceptable to the employer.

5. Knowledge, Skills and Abilities

Core Competencies:

- Personal Effectiveness
 - Communications
 - Results Oriented
 - Teamwork
 - Service Oriented
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- Sound knowledge of photography standards and relevant laws for use of material on digital platforms
 - Strong writing, editing, and presentation skills
 - Strong organizational and time-management skills
 - Strong interpersonal skills with openness, collaboration and the ability to work in a group setting
 - Proficiency in MS Office applications (Word, Excel, PowerPoint, and Outlook)
 - Ability to work with a wide variety of online social media platforms (Twitter, Facebook, Instagram etc.)
 - Ability to produce photography and videography
 - Ability to write, prepare and post content to websites for both internal and external audiences
 - Ability to use various design tools such as Adobe Photoshop, InDesign, and Illustrator to develop a wide range of graphics and communications materials
 - Ability to write content, promote BC Housing programs, and respond to online concerns in an informed and engaging manner
 - Ability to effectively convey information through digital storytelling and multimedia techniques
 - Ability to exercise initiative, resourcefulness and judgement
 - Ability to handle confidential and sensitive information in an appropriate manner while displaying a high degree of judgement, discretion, and decision-making ability
 - Ability to work under tight deadlines and pressures with scrupulous attention to detail while managing multiple projects
 - Ability to work evenings and weekends as required
 - Ability to arrange suitable transportation to various sites

6. Occupational Certification