

RDCO Job Description



Position Title: Parks Communications & Visitor Experience Coordinator

Division: Parks Services

Reports To: Supervisor of Community Relations and Visitor Services

Date: February 4, 2019

Job Purpose/Summary:

The *Parks Communications & Visitor Experience Coordinator* is responsible for the research, planning, design and creation of communications products and visitor experience / engagement programming in the regional parks program. Working under the direction of the Supervisor of Community Relations and Visitor Services the position supports the development of system-wide parks visitor experience programs that include creative and engaging non-personal park interpretation products. The position also generates communications and promotional materials for RDCO Parks Department programs and will occasionally develop and deliver regional park interpretive programs for the public. Work schedule flexibility which includes occasional weekend and evening work is a requirement of this position.

Principal Accountabilities:

1. Create and implement system-wide park visitor experience programs including associated promotional material to support increased public access in all regional parks. Communication product examples include self-guided (non-personal) park interpretation displays and structures in regional parks, environmental education products, park way finding products and park regulatory signage.
2. Create and implement engaging and interactive exhibit materials for the Environmental Education Centre for the Okanagan (EECO) in collaboration with the Parks Department team. Ensure that exhibit and promotional materials are current, relevant, and updated.
3. Ensure all regional park program communications and social marketing initiatives are within the framework of RDCO's corporate communications strategy.
4. Foster strong working relationships and builds partnerships in the community.
5. Provide support for public engagement opportunities.
6. Participate in public consultations for program initiatives.
7. Prepare and coordinate information hosted on the Regional District website.
8. Coordinate and implement special projects, based on supervisor's direction.
9. Assist in determining project support requirements through annual budget preparations.
10. Provide support for occasional interpretive program delivery duties.
11. Other duties as assigned.

Reporting Relationships:

Direct Reports: None

Dimensions:

Knowledge, Skills & Experience

Educational Background Required:

- Communications Diploma (or equivalent)
- Valid BC Driver's Licence
- Police Information Check with Vulnerable Sector clearance

Experience Required:

- 2 years work experience in communications, production and graphic design - preferably in a parks or environmental education related setting.
- Thorough knowledge of graphic design methods, practices, techniques, equipment, and materials including demonstrable experience using Adobe Creative Cloud suite and MS Office.
- Ability to take projects from concept to press-ready files.
- Demonstrable skills in providing oversight, feedback, and direction to contracted communications & design service providers.
- Excellent written & verbal communication.
- Demonstrable aptitude for working with the public and as part of a team.

Working Conditions:

- **Physical Effort:** Office environment with minimal shop work for exhibit construction. Periodic exposure to all weather conditions.
- **Physical Environment:** Office environment with small amount of shop work for exhibit construction and work in the field (trails).
- **Mental Stress:** Meeting deadlines, work in public venue, flexible work schedule including occasional evenings and/or weekends.
- **Sensory Attention:** Most of the work is creative in nature, working on a computer. Attention to detail is required.