

RDCO Job Description



Position Title: Communications Student

Division: Corporate Services

Reports To: Communications and Intergovernmental Affairs Officer

Date: March 1, 2019

Job Purpose/Summary:

The Communications Student will assist in providing communications and marketing support to Corporate Services.

Principal Accountabilities:

1. Create and write news releases, public service announcements and other materials to promote RDCO programs and services.
2. Develop communications and marketing plans for programs and services of the RDCO.
3. Create, manage and support various social media programs for the Regional District including use of photography and video.
4. Oversee the continued development of content and updates for the RDCO website.
5. Assist with the creation of advertising for promotion of Regional District services, programs and events.
6. Create publications and literature supporting RDCO programs and services.
7. Assist with various statistical and reporting data related to website and social media.
8. Assist in planning and participating in special events.
9. Other duties as assigned.

Reporting Relationships:

Knowledge, Skills & Experience

Educational Background Required:

- Post-secondary education student of a communications or public relations program.
- Valid BC Driver's Licence with record of safe driving.

Experience Required:

- Preference given to experience in communications, media relations, marketing, advertising and delivering programs as a summer student.
- Demonstrated ability to write, design and create content for a variety of corporate channels.
- Photography and video production along with the use of Adobe Photoshop and Premiere Pro.
- Strong Microsoft Office knowledge required – Outlook, Word, PowerPoint, Publisher, search engines.
- Experience with website content management systems and social media an asset.
- Strong interpersonal and communication (verbal and written) skills. Must enjoy speaking to the public.
- Ability to work independently
- Organized and self-starter.
- Exceptional problem solving skills.

Working Conditions:

- **Physical Effort:** Alternating sitting, walking and standing. Free to move at will.
- **Physical Environment:** Working outside in all weather conditions. Office environment, some driving.
- **Mental Stress:** Occasional interruptions. Possibly dealing with angry public.
- **Sensory Attention:** Requires ability to multi-task and balance priorities while experiencing numerous interruptions. Attention to detail required.