JOB DESCRIPTION

COMMUNICATIONS AND ENGAGEMENT COORDINATOR

Current as of | July 2019
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Reports to | Executive Director
Salary | As per Offer of Employment Letter

PURPOSE AND NATURE OF THE POSITION

Working closely with the CityStudio team, the Communications and Engagement Coordinator is responsible for the successful communications, public relations and event management activities of CityStudio Vancouver, a charitable not-for-profit organization. This includes written and visual storytelling, social media and website management, public engagement, event planning, project management and administrative organizational support.

The Coordinator demonstrates a deep understanding and commitment to CityStudio’s vision, goals, Manifesto, programs and impact.

RESPONSIBILITIES

Strategy
- Work with the CityStudio team to draft and develop the communication strategy in alignment with our branding, messaging and organizational story with partners and the public.
- Work directly with Communication liaisons at the City of Vancouver and partner schools to develop and implement the strategy and messaging.
- Nurture new and existing relationships with key partners involved in CityStudio (i.e. government, universities, colleges, foundations, sponsors, donors).

Media Platforms
- Build, write and publish newsletters, blog posts, news releases, stories and more.
- Create content for and animate all social media platforms.
- Populate the CityStudio website with new and updated content.
- Produce, organize and share photos, videos and other digital media.
- Respond to inquiries via email or social media.
- Create and manage contact database (CRM).

Reporting & Applications
- Support grant applications and reports, annual reports, partnership reports, and award submissions.
Communication Liaison

- Liaise with all stakeholders: city staff, faculty, students and community groups; CityStudio alumni; sponsors; media; student organizations.
- Identify and close relationship, information and storytelling gaps about CityStudio with the above groups.
- Understand and communicate the vision, goals, programs and impact of CityStudio with partners and the public.
- Monitor, track and ensure correct CityStudio coverage by media outlets.
- Generate content for other media outlets and platforms.

Community Hub and CityStudio Events

- Lead and execute major CityStudio events such as HUBBUB, Celebration with the City, and Global Network Conference.
- Organize and support other CityStudio events: careers’ nights, project development, site visits or tours, faculty engagement etc.
- Support CityStudio team in responding to visitor and tour requests.
- Lead gratitude and acknowledgement activities for partners and sponsors.

Design

- Lead design of annual report, communication and event materials.
- Support team with studio interior design activities: graphics, posters, photos, news items, course and metrics tracking, lighting, etc.

Project Management

- Oversee and/or manage the execution of other projects and duties as assigned, including:
  - Working with web developer and independently to coordinate and execute updates to website.
  - Overseeing special CityStudio-stewarded projects
  - Creating speaking notes, event agendas, run of shows and research briefs
  - Supporting the Global Sharing Network Coordinator on communications, network management, marketing, branding management and events, as needed.

WHO & WHAT WE ARE LOOKING FOR:

- A highly professional, service-oriented communications and engagement coordinator with a proven record
- Someone with self-set high standards that holds the organization and team members accountable to best practices in the communications and engagement fields
- The ability to deliver outcomes and storytelling
- Excellence in writing, editing, synthesizing and summarizing
- Authentic professional curiosity for city building, higher education, and collaboration
- Comfortable at working and thinking across the different areas of CityStudio
- Proven experience with tools and practices in media, design and website management including Adobe Creative Suite, Mailchimp and Wordpress
- High comfort in initiating, building and maintaining effective relationships with large institutions
● Bachelor’s degree in Communications, Marketing, or other related discipline, or equivalent
● Experience in event planning, logistics and delivery
● Experience in report writing and presentation preparation
● Comfortable working in a creative, experimental environment
● Self-set high standards in time management, organization and communication skills
● Ability to confidently research options, make recommendations and take direction
● Energetic, confident, trustworthy and kind
● Highly organized and detail-oriented
● Ability to take initiative and work independently
● Proven warm and open relationship builder
● Seeker and supporter of new ideas
● Calm under pressure
● Self-awareness is a practice
● Equal parts confidence, curiosity and collaboration
● We look forward to working with people who don’t hesitate to jump into getting things done as needed

SUPERVISION & COMMUNICATION

● The Communications and Engagement Coordinator reports to the Executive Director.
● The Communications and Engagement Coordinator is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies.
● The Coordinator is expected to communicate openly and frequently with CityStudio staff to fulfill their duties.

EXPERIENCE

The Communication and Engagement Coordinator will have:

● 2 or more years direct experience working in a communication and engagement role in an organization similar to CityStudio Vancouver in the education, innovation, community-building, civic and/or non-profit sectors.
● Bachelor’s degree in Communications, Marketing, or other related discipline, or equivalent

WORKING CONDITIONS

The Communication and Engagement Coordinator will:

● Typically work in an office environment, but the mission of the organization will sometimes take them to non standard workplaces.
● Work regular office hours, 37.5 hours per week, as well as occasional evening, weekend and overtime hours to accommodate work activities as well as events, presentations or representing the organization at public events.