



**REGIONAL DISTRICT
of Fraser-Fort George**

JOB POSTING

Human Resources
Telephone: 250-960-4400
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POSITION: **CULTURAL AND COMMUNICATIONS COORDINATOR
(Permanent, Full-Time)**

NATURE OF POSITION: A Permanent, Full-Time position is available in **Corporate Services** to assist with the implementation and evaluation of the Regional Cultural Plan and delivery of corporate communications. This position is responsible for regular liaison with Regional District of Fraser-Fort George funded cultural facilities, coordination of the cultural marketing program, has considerable contact with external groups and agencies and supports the work of the Cultural Services Advisory Committee. The Coordinator will assist with Regional District corporate communications and will be involved in the production of various materials.

LOCATION: Corporate Services, 155 George Street, Prince George, BC

RATE OF PAY: \$2,111.79 bi-weekly (2017 rate)

HOURS OF WORK: 7.25 hour work day with one hour for lunch (72.5 hours bi-weekly)

DUTIES AND QUALIFICATIONS: As set out in the attached job description.

TERM: Start Date: To be determined

BENEFITS: In accordance with the *Collective Agreement* with CUPE Local 1699. This is a Union position.

POSTING: Internal and External

PLEASE SUBMIT RESUMES TO THE UNDERSIGNED NO LATER THAN 4:00 p.m., TUESDAY, JUNE 26, 2018.

**Marie St Laurent, CPHR
Manager of Human Resources
Regional District of Fraser-Fort George
155 George Street
Prince George, BC V2L 1P8**

DATE DISTRIBUTED: Monday, June 12, 2018

Distribution: CUPE Local 1699
Bulletin Boards (7)
File (Per 1.4)

CULTURAL AND COMMUNICATIONS COORDINATOR - JOB 1.4

JOB SUMMARY:

The **Cultural and Communications Coordinator** assists with the implementation and evaluation of the Regional Cultural Plan and delivery of corporate communications. Under the **general supervision** of an assigned Manager the Coordinator regularly liaises with Regional District of Fraser-Fort George funded cultural facilities for the delivery of the cultural marketing program, has considerable contact with external groups and agencies and supports the work of the Cultural Services Advisory Committee and the Select Committee on Arts, Culture, Heritage Grants. The Coordinator will also assist with Regional District corporate communications and will be involved in the production of various materials including newsletters, social media updates, designing advertisements, brochures, posters and other materials as required. The Coordinator will support the Manager of External Relations with media relations, community events and provide support on external relations projects.

The Cultural and Communications Coordinator has considerable contact with cultural program partners, external agencies, consultants, volunteers, the public and elected officials. This is an operational role implementing best practices in external relations, communications and contract oversight.

TYPICAL DUTIES:

1. Coordinates the participation of the various cultural facilities involved in the Regional Cultural Plan including assisting cultural agencies in meeting Plan performance objectives, monitoring compliance with funding contracts, and prepares an annual report in Plan implementation.
2. Implements the annual Cultural Marketing program including, but not limited to, maintaining the visual identity standards of the Cultural Brand, annual orientation sessions with staff, advertising buys, managing social media accounts, developing and proofing advertisements and brochures and minor graphic design work.
3. Coordinates regular meetings of the Cultural Services Advisory Committee.
4. Assists with the oversight of the Cultural Endowment Fund and administers applicable Cultural Grant programs.
5. Establishes and maintains effective business relationships with external agencies, consultants, volunteers, the public, Regional District staff, elected officials and the media.
6. Prepares written documentation such as memos, letters and reports to the Board of Directors, Board Committees, managers and external stakeholders.
7. Designs and drafts content for a variety of communication mediums including newsletters, brochures advertisements, posts and social media platforms.
8. Researches and promotes any applicable funding grants.
9. Assists with budget preparation and monitors assigned program, service and project budgets.
10. Monitors regional media for stories related to the Regional District and responds to media requests when delegated.
11. Other duties as assigned.

KNOWLEDGE:

1. **Considerable knowledge** of marketing principles including advertising, graphic design and social media.
2. **Considerable knowledge** of the Regional Cultural Plan.
3. **Reasonable knowledge** of Contract Management, including contract elements, reporting and enforcement, dispute resolution and financial reporting.
4. **Reasonable knowledge** of Project Management, including excellent organizational skills, ability to establish priorities and coordinate workloads to meet predetermined deadlines and budget expectations.
5. **Reasonable knowledge** of Microsoft Office, desktop publishing and graphics software.
6. **Reasonable knowledge** of local government processes and practices.
7. **Reasonable knowledge** of cultural and tourism industries.

SKILLS AND ABILITIES:

1. Demonstrated ability to work diplomatically and effectively with others and establish and maintain effective working relationships with other employees, managers and external contacts.
2. Excellent written communication skills including the ability to prepare correspondence, reports, manuals, business cases and public relations materials.
3. Excellent verbal communication skills including the ability to make presentations to a wide variety of audiences including working with the media.
4. Strong leadership skills with a demonstrated ability to lead others and develop their potential.
5. Demonstrated ability to work independently with minimal supervision.
6. Ability to set priorities and coordinate the work of others to ensure timely completion while working under pressure to meet regular deadlines.
7. Ability to think creatively, develop innovative solutions and exercise good judgment.
8. Strong understanding of marketing and advertising trends and techniques, including social media.
9. Experience with photography and videography.

QUALIFICATIONS:

1. Post-secondary diploma from a two-year program with a focus on marketing, communications, tourism or related field.
2. Minimum three years' work experience in communications, marketing, tourism or in a cultural or heritage environment.
3. Valid B.C. Driver's License.