

## Appendix 4

### Vancouver Park Board Job Profile

**Position:** Communication Coordinator (2 positions)

#### Overview

Reporting to the Manager of Communication, the Communication Coordinator advises, develops, coordinates, implements internal and external communication plans on assigned programs and events for both park and recreations services; conducts and coordinate implementation of information and publicity for operations; researches, writes, produces and disseminates a wide variety of internal communications, publicity and promotional material; maintains communication tools; establishes and maintains liaison with a wide variety of internal and external contacts. An incumbent exercises considerable independence of judgement and action in the work. Work performance is evaluated in terms of the effectiveness of communications, promotional, public relations and educational programs and services provided.

#### Key Duties/Responsibilities

Provides communication advice to management and staff; plans, develops, coordinates and implements communication plan to deliver corporate communication strategies; monitors and evaluates the effectiveness of communication campaigns and activities in meeting the Board's objectives.

Coordinate, organize and conduct openings, media sessions and other special events.

Establish, administers, monitors and promote donation programs and fund raising activities.

Represents the Board on internal and external committees as required; establishes and maintain liaison with staff, media, government organizations, special interest and community groups and members of the public.

Researches, writes, produces and disseminates a wide variety of internal communications among 2000 widely diversified staff, publicity and informational material including news, releases, newsletters, pamphlets, brochures, speeches, videos, displays and annual reports.

Oversees printing and production of all communication materials to ensure corporate consistency; may arrange news conferences and other special events.

Prepares reports, presentations, correspondences and other materials related to the work.

Attends regular Board meetings and liaises with media.

Maintain communication tools such as Park Board public website, Agenda Lines, Comment

Lines, Blue Pages, Talking Yellow Pages, After Hours Information Lines.

### **Knowledge, Abilities and Skills**

Thorough knowledge of the principles, practices and techniques relating to internal staff communications, public relations and educational programs, especially as it relates to governmental agencies and organizations.

Ability to plan, create and deliver internal and external communication initiatives.

Considerable knowledge of verbal and writing techniques and photography.

Working knowledge and appreciation of graphic and print production.

Working knowledge of municipal, board and community planning process and the social, economic and regulatory environment in which the Board operates.

Ability to plan, develop, coordinate, implement and evaluate promotional, educational and public relations strategies, programs and events.

Ability to develop and implement concepts and themes and to research, write, produce and disseminate a variety of promotional, informational and publicity material.

Ability to establish and maintain effective liaison and working relationships with a variety of internal and external contacts.

Ability to prepare and maintain reports, presentations, correspondence and other related materials.

Ability to communicate effectively orally and in writing with a wide variety of internal and external contacts.

Skill in news writing and preparation of promotional and publicity material.

Skill in the use of photographic equipment.

### **Qualifications**

University degree in Communications, Public Affairs, Journalism, Business Administration or a related discipline, plus considerable related experience; OR an equivalent combination of training and experience.

### **Required License, Certificate and Registrations**

Driver's License for the Province of British Columbia