

	Title: Communications Assistant	<i>Date: August 2022</i>
	<i>Department: Administration</i>	
	<i>Classification: Inside</i>	<i>Pay Grade: 15</i>
	<i>Date Signed Off by the Union:</i>	

Nature and Scope of Work

This is communications work in assisting a superior in the preparation and distribution of the City’s established communications program, including print and digital communications. An incumbent monitors and maintains social media pages and posts as required; monitors trends and issues and recommends ways to further market programs and services via website and social media. The position participates in research, writing, coordinating, and editing for print and digital communications and in developing and editing web content, posters, social media content, signage, and display materials. In addition, an incumbent assists with the planning and execution of special events and may provide administrative and on-site support in the Communications department. An incumbent exercises considerable independence of judgement and action within the more routine aspects of the work, while the more complex or contentious projects and issues are discussed with or referred to a superior. The work is reviewed in terms of the accomplishment of desired results.

Illustrative Examples of Work

Assists in the preparation and distribution of all print and digital communications, including public and educational information and partner communications.

Monitors and maintains social media pages and posts as required, including content, images, videos and comment line replies and responses; monitors trends and issues and recommends ways to further market programs and services via website and social media.

Participates in research, writing, coordinating, and editing for print and digital communications, including implementing actions, events and tasks in communication plans and strategies, priorities, programs, and events as required.

Participates in developing and editing web content, posters, social media content, signage and display materials within branding guidelines and maintains and updates an active media listing directory.

Assists with the planning and execution of special events and may provide administrative and on-site support in the Communications department.

Prepares and maintains records, reports and correspondence related to the work.

Participates in various committees and meetings as requested.

Performs related work as required.

Required Knowledge, Abilities and Skills

Considerable knowledge of the principles, practices, policies, procedures, methods and techniques used in the work performed.

Sound knowledge of the functions and operations of Langley City departments and community services available, including local media publications and contacts.

Sound knowledge of software applications used in the work.

Ability to perform routine website maintenance and review web materials for clarity and compliance with website editorial guidelines.

Ability to review print material and adapt same for clarity and compliance with website editorial guidelines.

Ability to communicate effectively orally and in writing.

Ability to work independently with minimal supervision and work collaboratively in a team atmosphere.

Ability to operate related equipment and related software.

Ability to multi-task, set priorities and meet deadlines.

Ability to identify issues, determine alternative solutions and resolve problems.

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

Ability to coordinate a variety of responsibilities under time constraints while maintaining a high level of attention to detail.

Ability to prepare and maintain a variety of correspondence, reports and records related to the work.

Desirable Training and Experience

Completion of Grade 12, including or supplemented by courses related to the work plus sound related experience, including experience in graphic design or web design, or an equivalent combination of training and experience.

Required Licences, Certificates and Registrations

None.