

Marketing and Communications Coordinator

JOB PROFILE

Position Summary

Reporting to the Chief Administrative Officer, you manage and coordinate the BVRTSC's digital media presence, ensuring community vision and values, Commission priorities and communication goals are embraced. In this position, you assist with the planning, development, implementation and monitoring of internal and external communications, marketing and public engagement functions of the BVRTSC

Duties may include:

- Managing, overseeing and further developing the social media presence of Roam Transit and the BVRTSC.
- Oversee website content in conjunction with the Operations Manager, ensuring updates are providing appropriate and relevant content.
- Source and manage external services relating to online communications, and exercise final creative authority and costing.
- Engage local vendors and partners to further expand the Roam brand and increase public awareness of transit options.
- Communicate with local businesses to increase promotion of public transit.
- Manage and expand our current Hotel Partner program throughout the Bow Valley.
- Ensure the adherence to the Roam Transit branding in online communications, other communication projects and with external consultants and partners.
- Assist with the planning and development of, and manage the execution of comprehensive communications strategies, public education and marketing programs.
- Provide effective media relations support to the CAO and step in when required to support the organization in media functions.
- Provide writing, editing and graphic design skills such as image editing for a multitude of projects and initiatives such as presentations, reports, news releases, advertisements and speaking notes, in addition to online communications.
- Work collaboratively to ensure brand consistency and quality in all creative print materials (including advertisements, posters, publications) and work independently to start and complete tasks.
- Ensure compliance with regulatory/legislative needs of department, such as Health and Safety Program, *Municipal Government Act*, etc.
- Assists in tracking and resolving of customer inquiries and issues.
- Provide courteous and positive public relations with internal and external customers.
- Providing relief support for Customer Service Representatives to ensure client needs are met.



- Other duties as required.

This position will require a very organized, multi-tasking individual who can work independently to market a growing organization with the goal of increasing transit ridership.

Qualifications

Education (minimum)

- Post-Secondary Degree in marketing, communications or a related discipline. A combination of education plus work experience will also be considered.

Experience

- Minimum three (3) years directly related marketing and communications experience in a demanding, fast paced environment
- Municipal government experience is an asset
- Public transit, transportation experience considered an asset
- Experience in interacting with public, both transit riders and non-user stakeholders
- Prior experience with preparing and giving presentations to stakeholders in both individual and group settings.

Knowledge, skills, and abilities

- Exceptional computer skills – fluent in Microsoft Office applications and social media applications, knowledgeable in production and maintenance of web pages and applications/tools.
- Excellent proof reading skills, as it relates to grammar, spelling, punctuation and accuracy within any written correspondence and advertising.
- Excellent organizational, public relation and time management skills
- Must be able to multi task to achieve deadlines and meet the needs of multiple stakeholders
- Ability to work independently, create own direction, must be able to set own achievement targets
- Excellent oral and written communication skills in English
- Ability to perform duties calmly and efficiently and provide information and general assistance to internal staff and the public.
- Knowledge of general office organization and proficiency in the operation of all general office equipment

Working Conditions

This position will require both internal office time and community travel, primarily within the Bow Valley. External meetings will be required, and the position has significant contact with the public



and other employees. The office environment has moderate noise levels, controlled temperature, and no direct exposure to hazardous physical substances.

This position is based on 3 days per week and is eligible for Health/Dental benefits as a member of the BVRTSC plan with Manulife. We offer a relaxed but professional office environment, Active Living Purchase Assistance Loans, Roam Public Transit Pass, flexible working hours and more.