

## JOB DESCRIPTION

BCGEU

1.Position No. 80391, 80753	2. Descriptive Working Title Senior Communications Advisor, Social Media and Digital Marketing		3. Present Classification AO4
4. Branch Communications and Community Engagement	5. Department Content Strategy	6. Work Location Hybrid – Site Central	Date Jan 2024
7. Position No. of Supervisor 81814	8. Descriptive Work Title of Supervisor Manager, Social Media and Digital Marketing		9. Classification of Supervisor Excluded Mgmt
10. Job Summary:			

Reporting to the Manager, Social Media and Digital Marketing, the Senior Communications Advisor, Social Media and Digital Marketing is responsible for developing and implementing strategic communications strategies for BC Housing's social media and digital marketing in support of BC Housing's corporate objectives. He/she/they is a key contributor in building awareness of the Commission's initiatives and providing guidance to improve digital content strategy, branding, and storytelling. The position collaborates with the Communication teams, ensuring that processes adhere to industry best standards and practices.

### 11. Duties:

1. Develops and implements communication strategies for BC Housing's social media channels to support the Commission's business goals and objectives.
2. Leads the coordination of social media campaigns and projects to increase awareness of BC Housing's mandate, including the promotion of research, events, programs and initiatives.
3. Collaborates with the Manager, Social Media and Digital Marketing to provide strategic advice and guidance to other communications teams, managers and senior leadership on social media related content strategy, branding, and design materials.
4. Leads the development of engaging and visually compelling content to post and share on social media including video, graphics, photos, maps, and other interactive digital content.
5. Monitors the quality of social media communication materials including copy, graphics, videos, and photos, ensuring brand guidelines and processes are adhered to.
6. Leads the development of social media messaging for various platforms, ensuring a consistent and unifying tone and voice across all published content.
7. Manages the production of BC Housing's Let's Talk Housing podcast, ensuring timelines are met and engaging content is produced.
8. Supports the Manager, Social Media and Digital Marketing to prepare regular reporting and analytics for digital and social media engagement strategies.
9. Supports the manager and director in the development and implementation of branch deliverables.
10. Develops social media response to crisis communications, ensuring a strategic and coordinated approach.
11. Works with external consultants such as videographers, photographers, graphic designers, and other cross-functional groups to implement BC Housing's social media goals and strategies.
12. Leads trend research, testing and evaluating new standards and tools, and preparing recommendations for best practices in digital marketing and communications.

**Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.**

## STAFFING CRITERIA

1. Position No. <b>80391</b>	2. Descriptive Working Title <b>Senior Communications Advisor, Social Media and Digital Marketing</b>	3. Present Classification <b>AO4</b>
4. Education, Training and Experience		

Bachelor's degree in communications, marketing, public relations, digital communications, or other relevant discipline.

Considerable experience in communications or marketing, working with social media and digital content for diverse communities.

Considerable experience in an advisory role to other Communications staff, as well as in the public sector.

or an equivalent combination of education, training and experience acceptable to the employer.

5. Knowledge, Skills and Abilities
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### Core Competencies:

- Personal Effectiveness
  - Communication
  - Results Oriented
  - Teamwork
  - Service Oriented
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- Considerable knowledge and understanding of the philosophy, theories, and principles of the communications discipline.
  - Considerable knowledge and understanding of best practices in social media and digital marketing.
  - Strong organizational and time-management skills.
  - Strong verbal, writing, editing, and presentation skills.
  - Strong interpersonal skills, with the ability to work independently and as a team player.
  - Proficiency in MS Office applications including Word, Excel, PowerPoint, and Outlook.
  - Ability to create and foster strong working relationships with internal and external partners and stakeholders in planning and implementing communication strategies, providing strategic communications advice, and facilitating problem-solving to manage issues, mitigate risks, and achieve results.
  - Ability to apply principles of equity, diversity, and inclusion in decision-making.
  - Ability to create engaging content for social media, upholding best practices in accessibility.
  - Ability to work with a wide variety of online social media platforms.
  - Ability to use various design tools such as Adobe Photoshop, InDesign, Illustrator and Canva to develop a wide range of graphics and communications materials.
  - Ability to provide strategic advice to senior leadership, management, and colleagues.
  - Ability to work with a variety of partners and stakeholders, agencies, and contractors.
  - Ability to provide strong team leadership on various projects and provide advice and counsel to other Communications staff in the performance of their duties.
  - Ability to work under tight deadlines and pressures, with scrupulous attention to detail.
  - Ability to handle confidential and sensitive information in an appropriate manner and display a high degree of judgement, discretion, and decision-making ability.
  - Ability to adapt to changes in the social media and digital marketing landscape, showcasing agility in response to evolving trends and technologies.
  - Ability to work evenings and weekends as required.

