



## **Communications and Events Coordinator**

COOP Position

**Job Description:** The Communications and Events COOP student is responsible for supporting the development and delivery of internal and external communications. The position informs our members, stakeholders, and the media of BCCPA's programs and services by delivering on our communications plan.

The Communications and Events Coordinator will support the communication activities of both the BC Care Providers Association and SafeCare BC.

**Position Status:** 4 days per week – May – August, 2015

**Location:** Burnaby - Metrotower I next to SkyTrain station

**Reporting Structure:** Reports directly to the CEO

### **Principle Accountabilities:**

#### Media Relations:

- Implement proactive media relations, including providing advice relating to media/public issues to staff, and organize news conferences when required, to support BCCPA and SafeCare BC initiatives.
- Track media stories of significant interest to BC Seniors or those working in the long-term care sector.

#### Internal and External Communications:

- Implement internal and external communications strategies as assigned to communicate corporate and strategic information to targeted audiences; research, develop and coordinate publishing of website stories and content; liaise with our web developer and maintain accurate, up-to-date content, as well as initiate website improvements.
- Develop new content and manage social media presence on Twitter, LinkedIn, Facebook and other online communication tools.
- Develop print and electronic marketing materials such as invitations, posters, html links, brochures and flyers.
- Manage and regularly update stakeholder e-distribution databases

#### Communications Plans:

- Assist with the development of the annual communications plans, and help assess the effectiveness of it to determine whether objectives were met.

#### Writing and Editing Materials:

- Compile information and write collateral materials including presentations, briefing notes, news releases, speeches, brochures, backgrounders, newsletters, profiles, bios, articles for publications and websites to support BCCPA and SafeCare BC goals and objectives.
- Assist with the development of the online CEO Report + other SafeCare BC corporate materials

#### Corporate Event Management:

- Coordinate and assist in the planning of events such as the *Care to Chat* speaker series and member workshops. This includes coordinating logistics and liaising with consultants, including representing the organization at events when required.
- Manage RSVPs and promotion of key corporate events
- Develop regular e-blasts

#### Communications Support and Advice:

- Provide advice and support to staff on communications strategies to ensure a consistent approach across the organization

#### **Qualifications**

##### Knowledge, Skills & Experience:

- Experience planning and implementing stakeholder, public and media relations strategies and programs.
- Ability to draft news features, releases, brochures, publications, issue updates, briefings notes, speeches and presentations.
- Ability to respond to media inquiries.
- Experience with and understanding of social media.
- Ability to quickly establish priorities and meet deadlines.
- Superior writing, editing and computer skills.
- Excellent interpersonal and relationship building skills.
- Ability to respond to issues and enquiries in a timely and professional manner.
- Ability to identify potential stakeholder/public concerns.

Preferable to have a student acquiring a degree in communications, public relations, political studies, journalism or a related discipline.