

JOB DESCRIPTION – COMMUNICATIONS CLERK III

KEY RESPONSIBILITIES

The Communications Clerk III is responsible for coordinating the internal and external communication activities of the City.

SPECIFIC DUTIES

- Create, coordinate and provide support for digital and social media channels
 - Create graphics and photos that are web-quality
 - Draft and publish engaging social media posts
 - Manage email subscribers and distribute e-newsletters
 - Create ads and publish to social media
 - Develop and distribute online surveys
 - Manage the City website
 - Update and create new webpages
 - Edit and approve webpage changes
 - Provide support to staff using and editing the website
- Draft, design and coordinate the high-quality production of external and internal communication materials, including newsletters, news releases, advertising, presentations, reports, forms, templates, posters, and signs.
- Create, coordinate and manage corporate photography and videography projects.
- Develop, organize, promote and support corporate and special events.
- Set-up and troubleshoot presentation equipment at City or community venues.
- Coordinate media relations.
 - Draft and edit news releases.
 - Monitor, analyze and distribute media clippings.
 - Promptly deal with calls from the media.
- Create, Coordinate and manage City advertising
 - Work with staff to create and design advertising copy
 - Guide staff through advertising options within a budget



- Follow and implement the City of Quesnel Brand
 - Follow the brand guidelines on all City communication
 - Support and guide staff and organizations to properly use the City brand
- Work with all levels of government on various projects
- Proof, edit and format documents provided by staff
- Forward or answer general inquiries through the City Hall email and by phone.
- Develop and maintain the photo bank for potential use in publications and for other requirements as they may arise.
- Receive training to learn and upgrade knowledge of equipment, specialized software programs and communication best practices.
- Performs other duties as assigned.

REQUIRED QUALIFICATIONS

Education and Experience

- Completion of Diploma in communications, public relations, public affairs or journalism or an equivalent combination of related training and experience as deemed suitable by the City of Quesnel.
- Minimum two (2) years' experience in a corporate communications environment.
- Typing skills of 60 w.p.m. in addition to a demonstrated ability to perform word processing functions to an equivalent level.
- Advanced proficiency in Microsoft Word, Excel, PowerPoint and Outlook.
- Advanced proficiency using Adobe Acrobat, Photoshop, Lightroom, InDesign, Illustrator and Premiere Pro to produce high-quality print, web, photography and video projects.
- Experience in videography including filming, audio, editing and producing.
- Previous graphic design experience preferred.

Knowledge, Skills and Abilities

- Able to interact professionally and diplomatically with people at all levels of an organization and with multiple external stakeholders.
 - Knowledge of social media best practices including creating strong call-to-actions, headlines, and smart ways to engage with users on social media
 - Knowledge of Municipal Government an asset.
 - Able to produce plain language content
 - Must have advanced photography knowledge and the ability to
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- operate camera and lighting equipment.
- Demonstrated ability to work in a deadline-orientated environment and to work with minimal supervision.
 - Basic HTML knowledge.
 - Knowledgeable with operations of standard office equipment, including presentation equipment.
 - Excellent interpersonal, verbal and written communication skills; in addition to being creative and able to compose a variety of media/communication documents.
 - Excellent organizational skills and a demonstrated ability to set priorities and meet deadlines.
 - Ability to maintain office confidentiality.
 - Ability to maintain harmonious relationships with members of the public and other staff members.

Testing required.
