



SCHOOL DISTRICT # 54
(Bulkley Valley)

JOB DESCRIPTION

Social Media and Communications Officer

Excluded Position

Core Responsibilities

Reporting to the Superintendent (or designate), the Communications Officer will work independently to produce and publish text and visual content for SD54's district website and all SD54 social media platforms. This position requires an understanding of confidentiality, strong organizational skills and communicates effectively using courtesy, tact and discretion with senior management, school staff, students, parents and stakeholders. In this customer service-oriented role, this position will also liaise regularly with SD54's various departments, schools and district staff to stay up to date with all of its programs and initiatives.

The Communications Officer must be able to recognize potential internal stories to tell news media, parents, community and district staff. The work will involve visiting schools and other district sites and events to photograph and document activities to share with internal and external audiences. The role may require after-hours/weekend work.

Communications Officer Responsibilities:

- Prepare regular communications pieces suitable for social media to ensure SD54 has a consistent, strong message;
- Assist in the promotion of Strategic Plan goals, including message development and social media content creation;
- Assist in the development and dissemination of public relations materials that increase our visibility among stakeholders;
- Identify target audiences and create social media strategies to effectively engage them;
- Proactively identify and produce quality stories;
- Posting information in a timely and organized way to the District's website, as well as maintaining an engaging social media presence for SD54 schools.

Communications Officer Skills and Qualifications:

- Experience/Training in Communications and/or relevant work experience;
- Hold a two-year certificate or degree program in marketing, media or communications or other related program or equivalent accredited coursework from a recognized college or institution;
- Minimum of two years of demonstrable experience in communications and/or web communications including content development and posting website updates. This paid work experience must also include a minimum of one year of experience with social media tools such as Twitter, Facebook, and YouTube;
- Knowledge of Microsoft Office;
- Graphic design, photography skills and image/video editing are assets but not requirements;
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively;
- Experience working in customer relations preferred;
- Able to communicate effectively using courtesy, tact and discretion with school staff, students and parents in the explanation and clarification of information;
- Valid BC Driver's License;
- Familiarity with Workers' Compensation Board (WCB) safety procedures.