



JOB DESCRIPTION	
MARKETING AND COMMUNICATIONS SPECIALIST	
Current as of	September 2020
Reports to	Executive Director
Salary	As per Offer of Employment Letter
PURPOSE AND NATURE OF THE POSITION	
<p>CityStudio is an innovation hub that brings city staff, post-secondary students, faculty, and community to co-create experimental projects to make cities more sustainable, liveable, joyful and inclusive.</p> <p>Working closely with the CityStudio team, the Marketing and Communications Specialist is responsible for the successful communications, marketing and public relations activities of CityStudio Vancouver, a charitable not-for-profit organization, and its two pillars - the Vancouver Program and the Global Sharing Program. This includes strategic communications planning, written and visual storytelling, marketing collateral development, relationship building, brand integrity, social media and website management, project management and organizational support.</p> <p>It is the responsibility of the Marketing and Communications Manager to develop, attain approvals and successfully enact a Marketing and Communications Strategy for each of CityStudio’s two programs, as well as their interrelationships.</p> <p>The Specialist demonstrates a deep understanding and commitment to CityStudio’s vision, goals, manifesto, programs and impact.</p>	
RESPONSIBILITIES	
<p>It is the responsibility of the Marketing and Communications Specialist to develop, collaborate, build relationships, attain approvals and successfully enact a Marketing and Communications Strategy for the Society, each of CityStudio’s two programs, as well as their interrelationships.</p> <p>Strategic Planning and Implementation</p> <ul style="list-style-type: none"> ● Draft, develop and update the annual marketing and communication strategy in alignment with our programs’ priorities, branding, messaging, and organizational story with partners and the public. ● Oversee or create the necessary marketing materials and assets to achieve the goals of the Society, the Vancouver Program and CityStudio Global for multiple channels. 	

- Support and advance the communications goals and objectives, update and implement the strategy and messaging, and extend the reach of the message with key target audiences in Vancouver by working directly with Communication and marketing departments/liasons at the City of Vancouver and partner schools.
- Equally, support and advance the communications goals and objectives, update and implement the strategy and messaging, and extend the reach of the message with key target audiences in the CityStudio Global network of local governments, universities, colleges, foundations, sponsors, donors.

Media relations, content development and multimedia platform management

- Primary news media contact for CityStudio Vancouver, Vancouver Program and CityStudio Global.
- Create or oversee the creation of content for and animate all social media platforms, reflecting goals and priorities of the communications plan.
- Write and publish e-mail communications, newsletters, blog posts, news releases, stories and other written works as needed.
- Maintain and update CityStudio website content - including marketing content - ensuring content is fresh, relevant, dynamic and up-to-date.
- Produce, organize and share photos, videos and other digital media (both independently and in collaboration with contractors).
- Respond to public and media inquiries via email or social media. Monitor, track and ensure correct CityStudio coverage by media outlets.
- Generate content for other media outlets and platforms.
- Develop crisis management plan for organization, and lead crisis and issues management response, when relevant.
- Oversee and manage contact database (CRM).
- Collaborate the sales specialist on the development of marketing content and materials for CityStudio products and services.

Design, project and brand management

- Lead planning and production of the annual report, and all communications, marketing and event materials, working collaboratively with CityStudio, Vancouver Program and CityStudio Global staff.
- Oversee brand guidelines and implementation for both CityStudio and our CityStudio Global Network members; responsible for maintaining the integrity of the CityStudio brand, story and messaging.
- Oversee and/or manage the execution of other projects and duties as assigned, including:
 - Working both with web developers, and independently, to coordinate and execute updates to the website.
 - Working with graphic designers and other creative professionals on the production of communications and marketing materials.
 - Overseeing special CityStudio-stewarded marketing and communications projects.
 - Creating speaking notes and research briefs for CityStudio team members.
 - Lead or support grant applications and reports, partnership reports, and award submissions.
- Other duties as assigned.

WHO & WHAT WE ARE LOOKING FOR:

The Marketing and Communications Specialist has:

- A minimum of five years direct, progressive experience working in marketing and communications, ideally in the education, innovation, community-building, civic and/or non-profit sectors.
- Demonstrable experience developing and implementing successful marketing and communications strategies, with measurable results.
- Proven experience in media relations and public relations, as well as developing and executing successful story pitches.
- Proven excellence in writing, editing, and key message development for a range of diverse audiences.
- Proven competence with tools and practices in media, design and website management will be considered strong assets. This includes Adobe Creative Suite, Mailchimp and WordPress.
- Experience working with and managing other creatives, including graphic designers, photographers, videographers or other contractors.
- Bachelor's degree in Communications, Marketing, or other related discipline, or equivalent combination of education and experience
- Self-set high standards that holds the organization and team members accountable to best practices in the communications field
- A demonstrated understanding of our sector market and audiences
- The ability to deliver outcomes and storytelling, and guide and manage the production of high-quality, compelling marketing and communications products
- High comfort in initiating, building and maintaining effective relationships with peers in large institutions
- An authentic curiosity for city building, higher education, and team collaboration

The Marketing and Communications Specialist is:

- Excellent in time management, organization and communication skills
- Comfortable at working and thinking across the different areas of CityStudio
- A confident, honest advisor that will not hesitate to have courageous conversations to support that advice
- A proven trustworthy and open relationship builder
- Ability to confidently research options, make recommendations and take direction
- Energetic, confident, trustworthy and kind
- Highly organized and detail-oriented
- Ability to take initiative and work independently
- Seeker and supporter of new ideas
- Calm under pressure
- Self-awareness is a practice
- Equal parts confidence, curiosity and collaboration
- We look forward to working with people who don't hesitate to jump into getting things done as needed

SUPERVISION & COMMUNICATION

- The Marketing and Communications Specialist reports to the Executive Director.
- The Marketing and Communications Specialist collaborates closely with CityStudio team members, including the Program Directors, General Manager, Project Coordinators, Network Coordinator, and Sales Strategist, to evaluate and prioritize their marketing and communications support needs.
- The Marketing and Communications Specialist is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies.
- The Marketing and Communications Specialist is expected to communicate openly and frequently with CityStudio staff to fulfill their duties.

WORKING CONDITIONS

- The CityStudio team typically works together in the studio and remotely, but the mission of the organization will sometimes take them to non standard workplaces.
- We have responded to COVID-19 with a comprehensive work-from-home HR practices and policy framework.
- Work regular office hours, 37.5 hours per week, as well as occasional evening, weekend and overtime hours to accommodate work activities as well as events, presentations or representing the organization at public events.
- Communication and requests from the Executive Director will be given priority and responded to immediately.

COMPENSATION

In addition to salary, this position also includes a comprehensive benefits package, a Professional Development Stipend and annual COLA adjustments.