

CITYSTUDIO

JOB DESCRIPTION	
COMMUNICATION AND ENGAGEMENT COORDINATOR Vancouver Program & Society	
Current as of	April 2021
Reports to	Director of Vancouver Program
Salary	As per Offer of Employment Letter
NATURE OF THE POSITION	
<p>CityStudio is an innovation hub that brings City staff with post-secondary students and faculty to co-create experimental projects to make cities more sustainable, liveable, joyful and inclusive.</p> <p>Working closely with the team, the Communication and Engagement Coordinator is responsible for the successful planning and implementation of communications, public relations and event management of our local program CityStudio Vancouver, as well as supporting the communications of the Society, a charitable not-for-profit organization. This includes compelling and relevant printed and digital communications, social media, website management, public engagement, and event planning, as well as some project management and administrative organizational support.</p> <p>The Coordinator demonstrates a deep understanding and commitment to CityStudio's vision, goals, Manifesto, programs and impact.</p>	
RESPONSIBILITIES	
<p>Strategy Planning and Implementation</p> <ul style="list-style-type: none">● Work with the CityStudio team to develop and update the communication strategy in alignment with the Program and Society strategic goals, branding, messaging, partnerships and organizational story.● Work directly with Communication liaisons at the City of Vancouver and partner schools to develop, update and implement the strategy and messaging.● Develop and maintain a guide to communications processes and best practices.● Evaluate communication strategies, and share lessons-learned and recommendations. <p>Printed and Digital Communications</p> <ul style="list-style-type: none">● Support Vancouver Program communications with stakeholders: City staff, faculty, and students; alumni; sponsors; media; student organizations.● Populate and manage the CityStudio Vancouver website with relevant and updated content.● Research, write, edit and publish three ED newsletters per year and monthly Vancouver Program alumni newsletters.	

- Draft and manage the Society annual report.
- Draft and publish blog posts and news releases for social media and web for the Vancouver Program and the Society.
- Manage the contact database (CRM).
- Source and create content for all social media platforms.
- Support grant applications, Vancouver Program partnership reports, and award submissions.
- Produce, organize and share photos, videos and other digital media.

Communication Liaison

- Nurture new and existing relationships with key communications contacts involved in CityStudio Vancouver (i.e. City of Vancouver, SFU, UBC, BCIT, and Langara College).
- Identify and capture relationship, information, and storytelling opportunities about CityStudio Vancouver with our local stakeholders.
- Respond to inquiries via email or social media.
- Monitor, track, and ensure correct CityStudio Vancouver coverage by media outlets.
- Create speaking notes, research briefs, or content for media inquiries and platforms.

Engagement and CityStudio Events

- Coordinate and execute the communications and logistics of CityStudio Vancouver Program showcase HUBBUB (twice per year), including website, social media, presentations, videos, blog post, volunteer and vendor management, graphic assets etc.
- Coordinate the execution of Celebration with the City (yearly) and Career Nights (twice per year).
- Support other CityStudio events: board meetings, project development, site visits or tours, faculty engagement etc.
- Lead acknowledgement activities for partners and sponsors.

Design

- Lead design of printed materials, presentations, and communication or event materials.

Project Management

- Oversee and/or manage the execution of other projects and duties as assigned, including:
 - Working with web developers to coordinate website redesign.
 - Oversee or support special CityStudio-stewarded projects.
 - Collaborating with City Studio Global Marketing and Sales Coordinator on communications, marketing, branding management and events, as needed.

QUALIFICATIONS & EXPERIENCE

The Communication and Engagement Coordinator has:

- Post-secondary degree in Communications, English, journalism, public relations, or equivalent.
- Minimum 3 years experience in communications, public relations and event planning, ideally in the municipal, post-secondary education, social innovation, community-building, or non-profit sectors.
- High competence in the best practices in communications and engagement fields.
- Excellent oral and written communication and interpersonal skills.
- Outstanding copywriting skills with clear, concise and engaging messaging.

- Experience in event planning, logistics and delivery with a collaborative approach.
- High comfort in initiating, building, and maintaining strategic and effective relationships with stakeholders, vendors, volunteers that support our mission and activities.
- Excellent organization and ability to deliver outcomes while balancing competing priorities.
- Authentic professional curiosity for city building, higher education, and collaboration.
- Proven experience with tools in communications, social media, website management and design.

The Communication and Engagement Coordinator is:

- Equal parts confident, curious, and collaborative.
- Service-oriented towards the Society, the Program and the team.
- Highly professional, with self-set high standards.
- A compelling, natural storyteller.
- Comfortable working in a creative, experimental environment.
- Energetic, trustworthy, and kind.
- Highly organized and detail-oriented.
- Keen to improve through research, listening, and teamwork.
- Able to take initiative and work independently, make recommendations, and take direction.
- Proven warm and open relationship builder.
- Seeker and supporter of new ideas.
- Calm under pressure.
- Self-awareness is a practice.
- Ready to jump into getting things done as needed.

Knowledge and Skills

- Google Suite
- CRM Management Software - Mailchimp or equivalent
- E-Newsletter - Mailchimp and/or HubSpot
- Website Updating and Maintenance - Wordpress
- Social Media - Hootsuite, Twitter, Facebook, LinkedIn, Instagram, Linktree
- Design Tools - Adobe Creative Suite or equivalent

SUPERVISION & COMMUNICATION

- The Communication and Engagement Coordinator reports to the Director of Vancouver Program.
- The Communication and Engagement Coordinator collaborates closely with other team members, including the Executive Director and Project Coordinators to prioritize their communications support needs.
- The Communication and Engagement Coordinator is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies.
- The Coordinator is expected to communicate openly and frequently with CityStudio staff to fulfill their duties.

WORKING CONDITIONS

The Communication and Engagement Coordinator will:

- Typically work in an office environment and/or from home, however the mission of the organization will sometimes take them to non standard workplaces.
- 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.