

COMMUNICATIONS COORDINATOR COLUMBIA BASIN TRUST

SUMMARY

The Communications Coordinator collaborates with others to achieve brand consistency, manages the communication collateral tools, coordinates media relations and corporate events and activities, and provides administrative support to the Communications Department. This position reports to the Director, Communications.

KEY ACCOUNTABILITIES

- 1. Collaborates with others to achieve brand consistency, coordination of messages and the highest standards of communications.**
 - Assists in planning, implementing communication strategies and plans.
 - Provides assistance to departments and staff with regards to their communications, promotion and public relations needs.
 - Produces communications materials for corporate and community-based programs.

- 2. Manages the communication collateral tools.**
 - Coordinates the design and production of portable displays, audio visual materials and PowerPoint presentations.
 - Researches issues to be addressed by the Trust in its communications and public relations initiatives.
 - Researches, purchases and maintains the Trust's promotional merchandise inventory.
 - Updates the Trust's website and social media presence, and compiles statistics on usage.
 - Updates and maintains distribution lists (i.e. newsletters, media lists and other lists as requested).

- 3. Coordinates media relations.**
 - Drafts media releases
 - Prepares advertising copy, and develops advertising schedules for various campaigns
 - Drafts content for various publications.
 - Monitors, analyzes and distributes media clippings.
 - Carries out media relations functions as required.

- 4. Coordinates corporate events and activities as required.**

- 5. Provides administrative support to the department.**
 - Organizes meetings and takes minutes.
 - Verifies receipt of goods for Communications Department invoices.

6. Performs other related duties as required.

QUALIFICATIONS

Training & Experience

- Technical diploma or college or university degree in public relations, communications or other communications-related field or equivalent.
- Two to four years of communications experience including website maintenance, social media, writing, editing, proofreading and media monitoring.

Knowledge, Skills and Abilities

KNOWLEDGE

- Working knowledge of design elements and principles.
- Working knowledge of principles, best techniques, and best practices related to internal and external communications

SKILLS

- Strong computer skills, including MS Office Software (particularly Excel, Outlook, Word and PowerPoint).
- Strong verbal, written, graphic, and web based communications skills.

ABILITIES

- Ability to maintain strong working relationships throughout the organization and with external stakeholders.
- Ability to work collaboratively with others to achieve results.
- Ability to interact with others respectfully, ethically and honestly to create a positive work environment.
- Ability to provide current, knowledgeable and credible information.
- Ability to seize opportunities and be flexible in a changing environment.
- Ability to set priorities, meet deadlines and handle a high volume of documentation efficiently and accurately.
- Ability to exercise initiative and bring sound judgment to problem solving and decision making.
- Ability to maintain a high degree of confidentiality.