

# Job Posting



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deltapolice.ca

*The Delta Police Department, one of the most respected police departments in Canada, is based in the richly diverse community of Delta, BC. Our core values of Honour, Integrity, Courage and Trust are the basis of our leadership philosophy and drive our commitment to the community. Every employee and volunteer with Delta Police Department is expected to be a leader by living our core values in all that we do.*

Position: **Communication and Engagement Specialist**

Competition No: **CE18-31**

Status: **Regular Full Time**

Employment Group: **CUPE**

Closing Date: **October 17, 2018**

## **Nature and Scope of Work:**

The Delta Police Department is looking for a regular full-time Communication and Engagement Specialist to join our Corporate Communications team!

You will work in executing communication and social media engagement plans, programs and initiatives to support Delta Police events. Develop internal and external communications, strategic messaging in response to incidents and issues. Raise public and stakeholder awareness and understanding of the day-to-day work at the Delta Police Department through social media engagement via multiple platforms. You will also prepare and schedule content on a variety of social channels, respond to requests from the public, moderate content, analyse the impact of social media efforts, adjust strategy accordingly and establish effective working relationships with a variety of internal and external contacts.

## **Illustrative Examples of Work:**

- Develops and executes communication and social media engagement plans, programs and initiatives to support Delta Police and advises manager on the progress and execution of the plans.
- Develops internal and external communications for website, intranet, emails, digital and print publications; develops strategic messaging in response to incidents and issues in consultation with manager.
- Advises and assists manager on the creation of media releases, backgrounders, advisories and other communications products, and on administrative matters related to the work; prepares and schedules content on a variety of social media channels; responds to requests from the public and moderates content; analyses impact and reach of social media efforts and adjusts strategy accordingly.
- Monitors and analyses internal and external events, trends and initiatives to identify concerns and opportunities; collaborates with manager to shape communications strategy and activities in response.
- Liaises with external partner agencies as required; attends planned events to take photos, posts information to social media, and create content for website and internal distribution; provides advice and assistance to internal social media users regarding their accounts.
- Collaborates with other staff engaged in communication activities and reviews materials produced by same; coordinates and reviews the work of consultants, vendors and suppliers engaged in communications projects; may supervises co-op students and interns.
- Establishes and maintains effective working relationships with a variety of internal and external contacts such as communications staff in other police agencies and municipalities, internal program managers, and heads of investigative units.
- Maintains reference materials and databases related to the work.
- Assists in coordinating press conferences, town halls and other public events.
- Performs related work as required.

## **Required Knowledge, Skills & Abilities:**

- Thorough knowledge of the principles, objectives, methods and techniques in communications and public relations work.
- Considerable experience creating communication strategies, plans, communication materials and social media content.

- Considerable knowledge of the principles, methods and techniques of photography, videography and editing.
- Considerable knowledge of social media platforms, social media analytics and online marketing.
- Considerable knowledge in coordinating the production and dissemination of marketing materials.
- Sound knowledge of the principles, theories, concepts, practices and techniques of strategic communications, current trends, best practices, electronic publishing and social media.
- Sound knowledge of the relevant Acts such as the *Police Act* and *Freedom of Information Act*.
- Ability to recognize political and other sensitivities and to identify potentially contentious or controversial issues, and bring these to the attention of a manager.
- Ability to develop and implement concepts and themes and to research, write, produce and disseminate a variety of promotional, informational and publicity material.
- Ability to communicate effectively orally and in writing.
- Ability to multi-task and work effectively in a fast-paced environment.
- Ability to oversee the work of co-op students and interns engaged in communication activities.
- Ability to establish and maintain effective working relationships with a variety of internal and external contacts.
- Skill in the use of software applications and social media tools used in the work.

**Desirable Training and Experience:**

Degree in Communications, Public Relations, Journalism or related discipline plus a minimum of three to five years related experience; or an equivalent combination of training, education and experience.

**Required Licenses, Certifications & Registrations:**

Valid Driver's License for the Province of British Columbia.

**Hours of Work:**

8am – 4pm (35 hours per week), with occasional requirement to modify schedule or work overtime to cover special events during evening and weekends.

**Compensation & Benefits:**

This position is CUPE Pay Grade 24 (\$35.74 - \$42.20 per hour), along with a competitive benefits package.

**Submit Application:**

This position is posted concurrently (internally and externally) and preference will be given to internal qualified CUPE employees.

**Internal Candidates:** Resume, cover letter along with the below questions completed for this position must be submitted to Katie Pokorna, Human Resources Assistant, by 1630 via

E-Mail: [kpokorna@deltapolice.ca](mailto:kpokorna@deltapolice.ca) on the **closing date indicated above. When applying for this position, please quote posting number.**

**External Candidates:** [Delta Police Department website, Civilian recruiting](#)

**Required Qualifications:**

Have you completed a Degree in a relevant discipline such as Communications, Public Relations, Journalism plus a minimum of 3-5 years related experience or equivalent combination of training, education and experience?

- Yes
- No

How would you describe your skill level in developing and executing social media engagement initiatives?

Free form text (700 characters max)

How would you describe your experience in dealing with sensitive or controversial issues, or crisis situations?

Free form text (700 characters max)

What is your proficiency level in photography and videography?

- None
- Basic
- Intermediate
- Advanced

**Bonus Experience:**

Please describe any experience you may have in dealing with legislation regarding privacy, confidentiality and information sharing?