



LINKING A WORLD OF OPPORTUNITY

## COMMUNICATIONS OFFICER (Fifteen-Month Maternity Leave Position)

The **Port of Prince Rupert** is located on the scenic North Coast of British Columbia. As Canada's second largest West Coast port, the Port is strategically situated on the Pacific Rim, with the deepest natural harbour in North America and direct connections to the North American continent by CN Rail's network reach. Its facilities include modern, high-throughput coal and grain terminals, two cruise terminals and an innovative, intermodal container terminal anchoring the fastest and most reliable trade corridor on the West Coast.

**Prince Rupert** is home to amazing wildlife and wilderness adventures, unique history and cultural experiences, and the spectacular scenery of the rugged Coast Mountain Range and the Great Bear Rainforest. Easily accessible by air, rail, cruise ship, ferry or car, Prince Rupert's attractions include First Nation cultural works of art, fine North Coast galleries and boutiques, parks and walking trails, restaurants and coffee shops. A balanced lifestyle might include enjoying a round of golf on the golf course or spending time out on the water kayaking, fishing, or taking in the scenery. Reasonable housing costs, organized sports, volunteer opportunities, modern recreation facilities, community groups and festivals all contribute to a comfortable and fulfilling lifestyle for those living in this community.

Watch video clip of Prince Rupert at: <http://www.youtube.com/watch?v=0UzYCnmOZMs>

### **POSITION SUMMARY:**

Reporting to the Director, Corporate Communications, the Communications Officer supports the Port's communications, marketing, and media activities.

### **MAJOR POSITION ACCOUNTABILITIES:**

1. Provides internal and external communication support to ensure the Port's communications, marketing and media objectives are met.
2. Leads and contributes to various communications, marketing and media projects, including collateral design, development, and distribution.

3. Researches and develops content to support presentations, advertisements, website and digital content, brochures, and other port communication marketing assets.
4. Manages the annual advertising calendar and advertising material development, placement and advertising tracking/reporting.
5. Supports the ongoing operation of website and social media tools.
6. Supports work with external suppliers to ensure communication products are produced and delivered according to set budgets and timelines.
7. Monitors and reports on media coverage of the Port and related issues.
8. Tracks and maintains reporting on the effectiveness of the Port's communications activities.
9. Tracks and supports port involvement in presentations, conferences, meetings and community, annual and special events, especially with respect to coordination of presentation material.
10. Reviews, manages and updates communications assets and collateral.
11. Provides photographic, social media and video coverage for events.
12. Develops and manages the image and video library.
13. Administrate the development and preparation of presentation and marketing materials.
14. Responds to media, general telephone and website inquiries.
15. Builds and maintains effective relationships with members of the media community.

### **WORKING CONDITIONS:**

- Works predominantly in an office environment.
- Regular, full-time position (37.5 hours per week). Regular working hours are Mondays to Fridays, 8:00 AM to 4:30 PM with 1 hour lunch break.

### **JOB SPECIFICATIONS:**

#### **Formal Education**

Post-Secondary Diploma in Communications, Journalism, Marketing, Commerce or Commercial Art and Design. An undergraduate degree is an asset.

#### **Related Experience**

- 1 to 3 years' related experience

#### **Other Requirements**

- Proven experience in supporting successful communications, media relations, events and corporate reputation initiatives.
- Excellent verbal and written communications skills, including editing.
- Solid time management and prioritization skills, with the ability to juggle multiple and sometimes competing priorities simultaneously. Highly organized and detail orientated.

- Strong proficiency using a suite of applications; including, Microsoft Word, PowerPoint and Excel.
- Knowledge of social media account and platform management and digital marketing tools, in particular Hootsuite, Wordpress, Facebook, Twitter, Instagram, LinkedIn, YouTube, Flickr, Google Analytics, Google Ad Words, and content management systems and processes.
- Demonstrated experience in working with print, electronic and web-based media, including liaising with advertising representatives and journalists
- Recommends, establishes and helps to maintain the integrity of the organization's communications standards. Collaborates, supports and shares experience and best practices with communications team and department members.
- Supports the execution of local and regional community and First Nations events.
- Contributes positively and enthusiastically to the goals of the organization and the Communications Team.
- Adept at collection and use of statistical data.
- Excellent writing, editing and proofreading skills.
- Creative and intuitive thinker, enthusiastic, self-motivated individual who can work independently as well as be a valuable team player.
- Proficiency with SharePoint, and graphic design software such as Adobe InDesign, Illustrator, or Photoshop would be an asset.
- Volunteerism would be an asset.
- Possess valid Class 5 BC Driver's license.
- Bilingualism (English and French) is an asset.

Individuals of aboriginal descent are strongly encouraged to apply.

This position will remain open until it is filled. Interested candidates are requested to submit their application in confidence to:

Director, Human Resources  
**Prince Rupert Port Authority**  
200 – 215 Cow Bay Road  
Prince Rupert, B.C., V8J 1A2  
Fax: (250) 627-8980  
Email: [careers@rupertport.com](mailto:careers@rupertport.com)  
No telephone inquiries please.