



## Communications and System Analysis Advisor

**Competition No.:** 2023-09

**Department:** Finance

**Close Date:** September 15<sup>th</sup>, 2023 @ 12:00pm or until position filled

**Schedule:** 37.5 hours/week, 8:00 a.m. – 4:30 p.m., Monday – Friday

**Position Type:** Exempt

**Posting Type:** Internal and External applications accepted

**Compensation:** To be discussed

The Communications and Systems Analysis Advisor is a dynamic, effective communicator with strong interpersonal skills and the ability to build and maintain effective working relationships. Develops and maintains the standards and approaches for annual IT sustainment and all IT project related training. Responsible for preparing and planning strategic digital communications campaigns with an equity, diversity and inclusion lens, analyze social media and website data reports and have knowledge of best practices and trends. Website maintenance responsibilities include overseeing website content and navigation in line with industry standards and best practices, using a content management system, creating online forms, and work with graphics, documents and images. The position establishes and maintains website standards, supports various departments with web and digital outreach, and ensures online content is current and accurate. The position also oversees the District's online engagement platforms, which includes Twitter and Facebook.

The full list of responsibilities, duties, tasks and qualifications are included in the job description below.

Please submit your **cover letter** and **resume outlining specifically how your experience and qualifications relate to the position**. Your cover letter and resume can be submitted to the attention of Ms. Donna Bellingham, Director of Corporate Services, via one of the methods below:

**Email:** [dbellingham@hope.ca](mailto:dbellingham@hope.ca) | **Fax:** 604-869-2275 | **In Person:** 325 Wallace Street, Hope, BC

**Mail:** PO Box 609, Hope, BC V0X 1L0

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Position Title: Communications and System Analysis Advisor Date: August 15, 2023  
Department: Finance  
Supervisor: Director of Finance

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**Position Summary:**

The Communications and Systems Analysis Advisor is a dynamic, effective communicator with strong interpersonal skills and the ability to build and maintain effective working relationships. Develops and maintains the standards and approaches for annual IT sustainment and all IT project related training. Responsible for preparing and planning strategic digital communications campaigns with an equity, diversity and inclusion lens, analyze social media and website data reports and have knowledge of best practices and trends. Website maintenance responsibilities include overseeing website content and navigation in line with industry standards and best practices, using a content management system, creating online forms, and work with graphics, documents and images. The position establishes and maintains website standards, supports various departments with web and digital outreach, and ensures online content is current and accurate. The position also oversees the District's online engagement platforms, which includes Twitter and Facebook.

**Core Values:**

Every employee is expected to demonstrate commitment to the following core values:

- Safety
- Integrity
- Personal Responsibility
- Team Work
- Respectful Workplace
- Inclusiveness

**Physical Demands:**

- Periods of prolonged sitting
- Periods of prolonged typing
- Occasional periods of prolonged standing
- Occasional periods of prolonged walking

**Psychological Demands:**

- Periods of high pressure and stress
- Dealing with sensitive situations and/or situations of conflict
- Must be able to respond frequently changing operational demands
- Must be able to deal effectively with difficult people and extremely stressful situations
- Must be able to understand written and/or verbal instructions

**Responsibilities:**

- Designing and implementing strategies to ensure the corporate website provides optimal user experience, up-to-date relevant content that adheres with approved key messaging and editorial standards, and integrate with a variety of communications vehicles
- Designing and implementing strategies for the optimal use of a wide variety of social media accounts on behalf of the District
- Overseeing usage and ensuring compliance with the District's Social Media Policy and communication best practices
- Oversee the development, design and preparation of a variety of printed and electronic informational and promotional publications and materials including press releases, newsletters, advertisements, print materials and promotional media, for diverse cultural and linguistic audiences; review departmental materials to ensure compliance with standards, consistent quality and messaging
- Oversee the promotion of District media events, research and prepare background material for the Mayor and/or delegate and arrange news conferences. Undertake a primary role in media and public relations during emergencies, providing direction and advice on crisis communications and issues management strategies
- Overseeing, designing, and implementing strategies for optimal use of the District's email marketing tools
- Have strong writing skills and an understanding of news writing style and adherence to Canadian Press style guide
- Possess strong digital skills including use of MS Office
- Assist with performing system maintenance functions including backups, error log monitoring, performance tuning, disk space management, and operating systems interface
- Ability to maintain confidentiality on all sensitive personal and corporate information and a high degree of professionalism and integrity
- Ability to work independently and conduct fact finding research effectively with minimal supervision, showing initiative and creativity in public engagement techniques
- Have sound judgement and the ability to resolve conflict
- Possess relationship building skills in addition to a high level of interpersonal skills and the ability to lead and influence stakeholders
- Participating in other duties and special projects as assigned

**Required Knowledge, Skills and Abilities:**

- Communications degree or equivalent experience in a similar position
- Computer Sciences, Information Technology (IT), or an acceptable combination of education and experience
- Minimum of 3 years' experience in a progressively responsible support role, functioning in a similar, complex environment
- Continual education to maintain best practices in the field IT training, software and hardware updates
- Desktop publishing skills (Design, Photoshop, Illustrator) along with photography and website
- Sound experience with software applications such as Adobe Acrobat, MS Office and Windows, and other similar applications associated with the work environment
- Ability to maintain a valid BC Class 5 driver's licence
- Ability to establish and maintain a respectful working relationship with peers and supervisors
- Demonstrated knowledge of local government functions, responsibilities, organization, political structure and process
- Experience with working with third party IT contractors

**Disclaimer:**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. This is a general list of responsibilities, duties and skills required of personnel so classified. Other related duties may be assigned in keeping with the general nature of the position.

**Working Conditions:**

The incumbent will work the standard workweek of Monday to Friday – 8:00 AM to 4:30 PM, with occasional weekend event coverage. There is an ability to conduct work remotely. The work may be performed indoors or occasional outdoors in all weather conditions for community events. The incumbent will be an Exempt employee. Performance is subject to review, inspection and evaluation by the Director of Finance