



BC Agriculture in the Classroom Foundation

COMMUNICATIONS COORDINATOR

Position Overview

Reporting to the Executive Director, the primary role of the Communications Coordinator (CC) is to provide communications services to help promote the Foundation and contribute to the development and maintenance of positive relationships with BCAITC stakeholders. The secondary role of this position is to provide a variety of high level administrative and coordination support to the Executive Director. As a member of the BCAITC programs team, they will participate in special projects as assigned.

Key Responsibility Areas

Communications (80%)

1. Create Communications plan and calendar annually for the coming year
 - a. Define objectives and strategy
 - b. Map out initiatives and timeline
 - c. Execute and record activities monthly
2. Create written and visual media releases, advertising, reports, articles and photography for internal/external use
3. Create/Update social media and website pages for BCAITC ensuring search engine optimization.
4. Annual Report
 - a. Work with Executive Director to develop a theme
 - b. Compile photos, logos to use in the report
 - c. Work with graphics designer to develop layout
5. Website
 - a. Complete content update regularly
6. Donor Liaison
 - a. Prepare and keep in stock potential Donor information packages

General Administrative Support (20%)

1. Correspondence & Materials
 - a. Prepares partner correspondence. Formats, types and edits routine documentation and correspondence as requested.

- b. Assists with the promotion and marketing of BCAITC by preparing marketing materials, creating and updating contact lists, distribution of materials.
2. Event Coordination for Communications Events
 - a. General support and coordination for various meetings and events, including scheduling meeting rooms, arranging reservations/catering, preparing and sending invitations, preparation of required documents of reports.
 - b. Maintains BCAITC displays, tradeshow supplies and Agriculture Centre BCAITC Display
3. General Office Administration
 - a. Maintains general filing particularly with regards to communications events.
 - b. Photocopy, invoices, receipts, running errands

Stakeholder Relationships

1. Maintains harmonious and effective relationships with all stakeholders by providing a service-focused approach to completing assignments.
2. Works with the Executive Director to ensure success of BCAITC programs and initiatives.

Required Experience, Skills & Knowledge

- Experience in communications, preferably in the educational and/or non-profit sector.
- Experience and expertise in Social Media and Website platforms
- Written communications skills at an intermediate level.
- Minimum 3 years' experience in a coordination and/or administration role, preferably in the educational and/or non-profit sector.
- Highly proficient use of Microsoft Office suite, in particular Word, Excel and PowerPoint.
- Advanced knowledge of current office methods & procedures such as administrative procedures, filing, correspondence, pulling & filing reports, etc.
- Effectively communicates, especially on the telephone, in a clear and concise manner, actively listening and tailoring communication to meet the needs of the audience.
- Accuracy and thoroughness to ensure that work is completed correctly and thoroughly, is well organized, and of high quality.
- Prioritizes daily tasks and activities for effective time management. Excellent ability to multi-task; strong attention to detail.
- Self-motivated; ability to work independently, and meet deadlines.
- Flexibility to work in a variety of situations.
- Strong interpersonal skills with a demonstrated ability to establish and maintain effective working relationship with others and successfully interact with stakeholders, and peers.