

Communications Specialist (Permanent, Full-time)

ABOUT THE POSITION

ITA has an exciting opportunity for a dynamic individual with a passion for communications!

The Communications Specialist understands ITA's business strategies, internal/external operating environment, and lines of business. The Specialist has a clear understanding of the importance of maintaining and enhancing the reputation of the Industry Training Authority (ITA), its leaders and key partners through issues management and proactive communications.

The Specialist role supports the promotion of awareness of skilled trades and supports raising the profile of our organization and its role across B.C. and with key partners. They also provide insights on how to ensure the organization's communications increases visibility and attractiveness of skilled trades, apprenticeship, ITA programs and initiatives to the public and a variety of partners and stakeholders.

This is a permanent, full-time role. This position has no direct reports and will report to the Manager, Communications.

Join ITA and be part of a highly engaged organization that is named one of BC's Top Employers and certified Great Place to Work!

Submit your cover letter and resume by email before the closing date listed on our careers page to HumanResources@itabc.ca.

RESPONSIBILITIES/ACCOUNTABILITIES

MARKETING AND COMMUNICATIONS PLANS AND CAMPAIGNS:

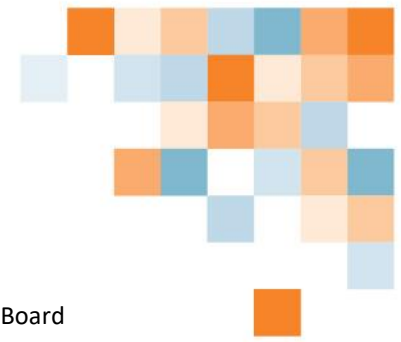
- Supports the strategy set by the Manager and Director, by ways of developing and executing on communications plans and campaigns
- Develops objectives and metrics to track success/KPIs of campaigns with support from leadership
- Acts as the file lead and project manager for major marketing and communications initiatives

DIGITAL CONTENT PLANNING AND OVERSIGHT:

- Oversees digital communications platform strategy which could include social strategy and calendar, website content, email and other digital tools as evolve
- Works on proactive story development with internal teams to develop success stories of customers and draft stories for sharing on our digital platforms
- Develops recommendations from analytics and reporting and provides recommendations for improved performance

DEPARTMENTAL SUPPORT, CORPORATE BRAND MANAGEMENT:

- Meets with departments, provides recommendations for communications tactics
- Leads planning and provides guidance specifically to Indigenous Initiatives and Training Inclusion and Access Departments to support Mandate Letter deliverables
- Supports Executive and Senior Leadership Teams speaking opportunities and notes
- Researches and understands emerging issues and develops messaging including question and answer and issues briefing notes for internal and external audiences



- Designs recommendations and manages supplier/contractor relationships
- Writes and edits corporate reports such as Annual Report, Service Plan, CEO Report to Board
- Other duties as required

LEADERSHIP POSITIONING:

- Supports with leadership profile and activities like awards submissions, speaking opportunities, proactive media, social strategy/ content development for ELT personal social media, internal ELT comms

EDUCATION/EXPERIENCE

- A post-secondary education in Communications, Public Relations or Journalism
- 3+ years experience in marketing, corporate communications, digital communications, branding, public and media relations, or equivalent combination of education and experience considered
- Excellent written and verbal communication, presentation, and facilitation skills
- Exceptional organizational skills, ability to multitask while maintaining sight of all competing priorities
- Understanding of marketing and communications principles, strategies, and techniques
- Advanced writing, editing and proofreading skills and previous experience in digital communications writing and social media is required
- Demonstrated experience in building and enhancing relationships with a broad group of stakeholders and professionals
- Knowledge of BC’s trades training and apprenticeship system is an asset
- Knowledge of digital analytics would be beneficial
- Experience in email marketing and social media strategy and community maintenance is an asset
- Experience working with Adobe Creative Suite, Drupal and/or WordPress is an asset

WHO WE ARE

The **Industry Training Authority (ITA)** is a crown agency that is responsible for leading and coordinating the skilled trades training and credentialing system for the province. ITA provides strategic leadership, policy support and customer services to help apprentices, employers and industry. ITA sets program standards, maintains credential records and issues the highly regarded Interprovincial Red Seal and B.C. Certificate of Qualifications (C of Q) credentials.

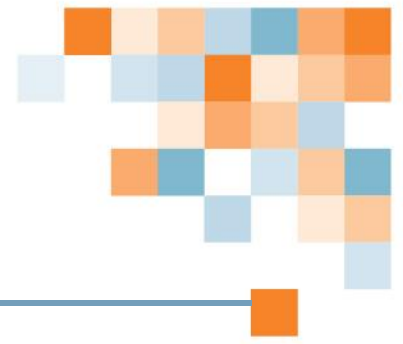


COMPENSATION

Annual Salary Band 5: \$74,550 - \$95,668

Salary to commensurate with experience. The ITA offers a highly competitive benefits package and perks which include:

- Flexible working schedule, floater days, and a 37.5 hour work week.
- Eligible for pension contributions.
- Healthy Living Program, In-house Gym
- Extensive Extended Health and Dental Plans that are 100% employer paid



HOW TO APPLY

If this sounds like you, we look forward to hearing from you! Submit your cover letter and resume by email before the closing date listed on our careers page to HumanResources@itabc.ca. All applicants will receive an emailed response confirming receipt of their resume submission.

We kindly ask that applications be sent by email, and we ask for no phone calls and/or in-person applications. Due to a high number of applications the ITA receives, only applicants who are selected for an interview will be contacted.

ITA is committed to providing a healthy and safe environment for all its employees and recruitment candidates. With that, our hiring process will occur in a virtual environment. We sincerely thank all applicants for their interest to join ITA.