

Communications Specialist

ABOUT THE POSITION

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

The Communications Specialist supports our organization with a broad range of communications functions. The Specialist is responsible for developing and implementing strategic marketing and communications strategies to effectively engage internal and external audiences through various media.

This is a permanent, full time role. This position has no direct reports and will report to the Director, 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!

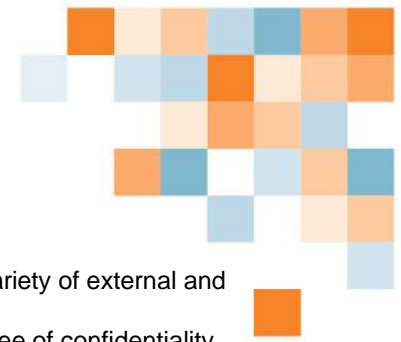
Submit your cover letter and resume by email before the closing date listed on our careers page to HumanResources@itabc.ca.

RESPONSIBILITIES/ACCOUNTABILITIES

- **Marketing Communications**
 - Creates and edits a broad range of communications including news releases, briefing notes, social media content, blog posts, internal communication and announcements
 - Leads collateral material development for various internal stakeholders
 - Manages external presentations and creates speaking notes for ITA spokespeople
 - Develops internal communications including intranet strategy and content
 - Ensures brand consistency in communications and social media messages
 - Grows and expands company social media presence and effectiveness on new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
 - Analyzes web and social media, measuring metrics, and key performance indicators to identify successes and improvement opportunities
 - Develops and manages email campaigns
 - Provides sound marketing communications advice to internal stakeholders to ensure brand standards
 - Collaborates with external partners on communication and marketing efforts image, tone and value
 - Monitors and responds to external inquiries
 - Support other duties within the Communications team as necessary

EDUCATION/EXPERIENCE

- A post-secondary education in Communications, Public Relations or Journalism
- 5 years experience in Communications or PR, or equivalent combination of education and experience considered
- Ability to manage multiple projects and adapt to changing priorities
- Understanding and application of strategic communication planning principles
- Advanced writing, editing and proofreading skills and previous experience in digital communications writing and social media is required
- Ability to effectively communicate and build relationships



- Demonstrated ability to commit to high standards of customer service with a wide variety of external and internal stakeholders
- Comfortable to work in a highly sensitive environment while maintaining a high degree of confidentiality
- Experience in government relations or public sector is preferred
- Experience working with platforms such as Canva and Figma
- Experience working with Adobe, Creative Suite, InDesign, Photoshop and Illustrator 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: \$70,250 - \$90,150

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 in-person applications. Due to a high number of applications the ITA receives, only applicants who are selected for 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.