



**Title:** Communications Coordinator **ID:** 9608  
**Department:** Communications & Community Investments **Reporting To:** Manager, Communications & Community Investment  
**Pay Grade:** 7 **Created Date:** December 17, 2015  
**Range Min:** \$ 54,866 **Range Max:** \$ 76,619

**Position Summary**

Reporting to the Manager, Communications & Community Investment, the communications coordinator helps execute strategic communication tactics for a variety of communication mediums including, but not limited to, website content, internal newsletters, social media, etc. This individual will also assist with other duties as assigned.

**Responsibilities**

Tactical coordination

- Complete communication tasks as assigned with respect to departmental strategic communication plans, web publishing, and evaluation;
- Assist in the maintenance of the communication work plan schedules, the departmental planning calendar, social media and editorial calendar;
- Supports the development and delivery of social media strategy;
- Tracks and performs social analysis to deliver insights on social media efforts and ongoing refinement of CREB®’s social strategy.
- Assist with media monitoring, collecting metrics and providing some analysis;
- Perform web updates through Sitecore (CREB®’s CMS), including copy writing for multiple communication channels;
- Coordinate email distribution, collect metrics and providing some analysis; and
- Identify and share with manager possible risks/impacts to the team when considering new work, practices or policies.
- Oversees the email account for CREB® Communications and the REALTOR® Community Foundation. Redirects information and responds to inquiries where appropriate.
- Contribute to assessment of risks/impacts and assist in mitigation implementation.

Digital production

- Oversees podcasting (CREB®Cast), working in collaboration with CCI team on topic selection and independently to set up, record and edit, ensuring high quality standards for the final product;
- Works in collaboration with internal clients and the CCI team to create a variety of video products (live broadcast, promotional, educational) for broadcasting, compression output, webcasting, video streaming and other forms of video distribution;
- Scouts locations for shooting based on strategic marketing and communications needs;
- In collaboration with project teams, manages all aspects of pre and post video production;
- Conducts studio and field-based video production, which involves interacting with clients
- Regular collection and inventory of video and photography;
- Other duties as assigned by manager

**Education Requirements**

Degree / Diploma	Program of Study	Designation Required	And / Or
College Diploma	Communication Public Relations		And / Or

## Experience Requirements

### Years of Experience

### Type of Experience

3-5	Communication Public Relations	And / Or
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### Other Certification &/or Licensures

### Additional Qualifications

- Demonstrated social media skills and ability to use specialized software tools to design, update and add web copy, photos and videos, as required;
- Practical knowledge of social media management software, such as Hootsuite.

### Core Competencies

#### Our Core Value Competencies

0%

##### We Value Integrity

By acting with honour, honesty, care and compassion - we strive to always "do the right thing". We show respect for: members, the organization, our team and colleagues.

##### We Value Transparency

We recognize that everyone brings value and expertise - by sharing our time and knowledge, we all contribute to CREB®'s success. We enjoy working together and supporting each other.

##### We Value Commitment

We strive to give our best effort to deliver results for members and the CREB® team. As CREB® employees, we "have each others back".

##### We Value Collaboration

Information sharing happens across the organization - the rationale behind decisions is shared and feedback is encouraged. Direction and expectations are made clear - we know where CREB® is going and what part we play.

##### We Value Our Members

As CREB® employees we personally demonstrate that members are a high priority. We identify members needs and expectations and respond to them in a timely and effective manner.

### Skills and Abilities

#### Managing Multiple Priorities

Handles multiple assignments and priorities yet still fulfills all commitments. Readily accepts new responsibilities and adapts well to changes in procedures. Gives appropriate priorities to various work demands. This is quite different from those who struggle to stay focused when faced with multiple priorities; focus only on one or two job priorities while neglecting others; and/or hesitate, complain or refuse to accept new procedures or assignments.

25 %

#### Quality of Work

Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.

25 %

#### Teamwork

Is an effective team player who adds complementary skills and contributes valuable ideas, opinions and feedback. Communicates in an open and candid manner and can be counted upon to fulfill any

25 %

commitments made to others on the team. This is distinctly different from those who withhold ideas and opinions, offer ideas or opinions that rarely add value to team discussions, have established a track record with many unmet commitments, and/or have not contributed skills that complement the skills of others on the team.

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### **Technical Skills**

Possesses the technical skills and knowledge required to perform essential tasks in an efficient and effective manner. Demonstrates the willingness and ability to train or coach others in the technical arena. This is quite different than those individuals who lack technical skills or knowledge and/or have failed to demonstrate a willingness and ability to train others to perform well in technical assignments. 25 %

### **Skills and Abilities - Additional Information**

- Proficient in Final Cut Pro, Adobe Premier, Adobe After effects, Lightroom, Adobe Audition, InDesign, Illustrator and Photoshop;
- High-level knowledge of audio recording and mixing;
- Proven problem-solving and decision-making skills;
- Familiarity with content management systems and project management programs;
- Working knowledge of CP Style;
- The ability to deal with sensitive/confidential information in a trustworthy manner;
- Ability to handle multiple projects in a fast-paced environment;
- Dynamic camera operation with a keen eye for composition is an asset.

### **Employee Statement of Understanding**

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.