

Communications Specialist – Design and Multimedia

Reporting to the Communications Officer, the Communications Specialist – Design and Multimedia is responsible for designing print and electronic marketing pieces and web content, shooting and creating videos, and assisting with social media posting and monitoring to build the Real Estate Council of BC's brand profile.

You are an adept visual storyteller, passionate about producing high-quality content that translates complex information into clear, easily understandable messages. A key focus of the role is on effective digital communication, including through our website, social media, and multimedia projects.

You are an enthusiastic professional who thrives working independently, with an ability to prioritize and handle multiple deadlines and tight timelines. You are extremely organized and know that because the smallest details reflect upon the Council's brand they deserve care and attention.

In this position, you will also support outreach, engagement, events and other communications initiatives that are aligned with the Council's strategic objectives.

Video & Multimedia Production

- Responsible for video creation, editing, publication and other aspects of video asset management.
- Support the technical development, implementation and management of webinars.
- Research new technologies to improve visibility and usability of Council's web assets and social media initiatives.
- Collaborate with external service providers and online & digital communications agencies on a project basis and for support needs.

Design

- Develop high quality graphics and layout for printed and digital material, including brochures, forms, reports, newsletters, email campaigns.
- Apply design principles to transform complex information into simplified content for videos or infographics.
- Utilize a design- focused approach to improve the clarity and readability of Council documents, internal and external.
- Identify, recommend, develop and implement new digital communication tools, programs and processes to support Real Estate Council strategic communications initiatives.
- Participate in ongoing website management and development of dynamic social media campaigns.
- Support the development and delivery of interactive web-related communications including webinars and online surveys.
- Manage projects and deliverables from concept through execution with minimal supervision, including work with external vendors.

Outreach & Stakeholder Engagement

- Participate in pre-event planning, design, set up and attendance at events.

Communication Planning

- Participate in the development of communications plans for specific projects and activities as required with the direction of the Communications Officer and working collaboratively with other staff as appropriate.
- Participate in the development of strategic communications planning, working closely with all members of the Communications team.
- Evaluate and report on effectiveness of communications initiatives.

Education/Work Experience

- Successful completion of post-secondary education program in web development, design, multimedia or another specialty relevant to the position.
- 2-3 years of related work experience in web, video production and social media.
- Solid understanding of HTML, content management systems (e.g. Drupal, Wordpress or Joomla), knowledge of CSS, and Flash.
- Demonstrated knowledge and experience with the Adobe Suite (Photoshop, Illustrator, Adobe Standard/Acrobat) and multimedia tools.
- Demonstrated knowledge of and experience in social media, including best practices and tools.

Please send a cover letter and resume to careers@recbc.ca, clearly describing why you are a good fit for this position and how your knowledge and experience will contribute to the Council's success.

Please also include samples of your web or print design work, video work, or other related portfolio items.