



## ***Digital Media & Communications Specialist***

### ***Role Summary***

Reporting to the Quality Leader, Communications and Engagement, the Digital Media & Communications Specialist is responsible for implementing the BC Patient Safety & Quality Council's social media, online and communications strategies. The Digital Media & Communications Specialist writes, edits and produces diverse communications for print and online based media including but not limited to: web-based media, internal briefs, newsletters (print / online), social media (e.g., Twitter, LinkedIn, Youtube, Flickr, Facebook), online collaboration platforms, presentations. The Specialist ensures the overall quality, consistency and effectiveness of communication materials. The Digital Media & Communications Specialist supports implementation of a comprehensive digital media and communications strategy for the Council. This position provides expertise and guidance to peers in writing, editing and producing consistent and quality communications materials for the Council. The Digital Media & Communications Specialist liaises with representatives from Ministry of Health, the Health Authorities, provincial and federal agencies, members of the community including patients, affiliated professional organizations and health-related agencies. Contacts primarily involve responding to requests for information, as well as collaboration on joint initiatives and events.

### ***Key Accountabilities***

- Coordinates the production and distribution of marketing materials, internal / external publications and leverages digital media tools.
- Works with the Web Specialist in providing quality control to content on the website.
- Creates content for both print and digital media in conjunction with the Quality Leader, Communications and Engagement and the Council Staff
- Coordinates and works with external personnel such as graphic designers, photographers, videographers and copywriters.
- Provide training and educational materials on digital media and communications to Council members and our partners.
- Operates as a team player to ensure quality and consistency in writing, production and delivery of messages from the Council in print, digital media, and web platforms.
- Identifies potential communication issues and develops communication strategies to address those issues.
- Supports the online collaboration platform for Clinical Care Management, Quality Academy and future Council initiatives including building and fostering online communities, with high level of user engagement.
- Shares knowledge with fellow team members and others for the purposes of communication, high performance teamwork and continual quality improvement to support an innovative culture and a learning organization.
- Maintains an awareness of new developments and trends in digital media and communications through online sources (e.g., Mashable, RWW, Ragan News etc), literature review, contact with peers at other organizations, industry advisor groups, professional associations and attendance at seminars, workshops and education programs.
- Monitors social media traffic and gathers usage statistics and develops and maintains Key Performance Indicator reports. Uses creative ways to display data using Data Visualization tools.

## Role: Digital Media & Communications Specialist

- Recruits and coordinates coop students and interns interested in health, engagement, communications and digital media
- Willingness to travel to meetings and events as required.
- Performs other related duties as assigned.

### **Qualifications**

A level of education, training and experience equivalent to an undergraduate degree in a relevant discipline such as a Degree in Communications, Marketing, Public Relations, Digital Media combined with at least 3-5 years of experience. Qualifications are in three main domains:

#### **1. DIGITAL MEDIA**

- Proficiency with Email Marketing tools (e.g., Mailchimp) and Social Media tools (e.g., Twitter, Hootsuite, Facebook, LinkedIn, Flickr, Youtube, Blogging, Mobile apps etc).
- Knowledge and ability to use online content management systems (e.g., Wordpress, Drupal.). Knowledge and experience of basic HTML coding and web based programs such as Dreamweaver.
- Experience with the use and reporting on web analytics and knowledge of SEO, keyword optimization.
- Skill and proficiency in organizational electronic communication technology, desktop publishing and web-based technology practices.

#### **2. COMMUNICATIONS**

- Excellent interpersonal and communications skills (verbal and written). Superior journalistic business writing and the creation of compelling publications.
- Able to contribute to the development, implementation and evaluation of operational and strategic communication in a changing environment.
- Strong communication skills and ability to work effectively and diplomatically with a wide variety of internal and external stakeholders.
- Knowledge and demonstrated experience layouting, graphic design and photo editing tools such as Adobe CS5 (e.g., Indesign, Photoshop, Illustrator, Dreamweaver) and Microsoft Publisher. Knowledge of video editing tools (e.g., iMovie, Final Cut Pro X)

#### **3. PROJECT MANAGEMENT**

- Demonstrated project management skills. Excellent decision making skills.
- Demonstrated ability to develop training materials/program and facilitate training.
- Computer literacy with expert knowledge of Microsoft Office suite of products. Demonstrated ability to use related equipment including project management, word processing, and spreadsheet software at an advanced level. Knowledge of office equipment (e.g., printers, teleconference equipment, etc.).
- Able to handle highly confidential and sensitive issues with skill, tact and diplomacy.
- Ability to work independently and as part of a team. Able to refocus quickly after interruptions. Flexibility to reprioritize quickly to meet changing priorities. High degree of accuracy. Professional and reliable.
- Demonstrated organizational skills and ability to prioritize workload and work under time pressures to meet deadlines, including demonstrated time management skills to assist others to meet deadlines.

Send resume and cover letter by **Monday, December 12** to:

Ajay Puri, Quality Leader, Communications and Engagement  
[apuri@bcpsqc.ca](mailto:apuri@bcpsqc.ca)

*Short-listed candidates will be contacted; others will be kept in our database for future consideration.*