

<b>Job Title:</b>	Constituency Assistant - Digital Communications & West Vancouver Constituency Liaison		
<b>Employer:</b>	Patrick Weiler, Member of Parliament for West Vancouver – Sunshine Coast – Sea to Sky Country (the “Member”)		
<b>Location:</b>	Constituency Office 6367 Bruce Street, West Vancouver, BC	<b>Working Conditions:</b>	Travel may be required and occasional long hours and some weekends.
<b>Level/Salary Range:</b>		<b>Position Type:</b>	Regular, Full-time
<b>Reporting to:</b>	Executive Assistant and Director of Communications	<b>Language Requirement:</b>	English

The Digital Communications & West Vancouver Constituency Liaison reports to the Executive Assistant and Director of Communications, and will work with other staff members to provide excellent service to the Member’s constituents and to support the Member’s Parliamentary work. The position is a key operational strategist in advancing and facilitating the Member’s main objectives and priorities through outreach, communications, events planning and other strategic activities.

The Digital Communications Assistant & West Vancouver Constituency Liaison is responsible for ensuring effective and timely service, outreach, provides a wide range of communications support and project coordination activities and handling all digital communications on behalf of the Member. They will serve as a point of contact for constituents in the West Vancouver, Bowen Island, and Lions Bay community to provide client service and a personal touch on behalf of the Member and Government.

**Duties and Responsibilities: Digital Communications**

- Develops original and diverse branded digital products for the Member, such as impactful visuals and advertisements.
- Promotes the work of the Member through the Member’s website, social media, press, broadcast, online media and literature.
- Prepares, creates and manages communicative content for the Member’s Facebook, Twitter and other social platform accounts. Looks for opportunities to develop effective online engagement strategies and elevate the Member’s online presence in the riding.
- Prepares and formats digital communication pieces.
- Liaises with other members of the team to implement communications plans that complement the Member’s activities.
- Assists with constituency outreach and advertising strategy preparation, planning, and execution. Coordinates joint advertising ventures with other Member of Parliament offices.
- Monitors on-going digital marketing and outreach campaigns.
- Supports the Director of Communications in coordinating media interviews, preparing media lines, drafting and disseminating media advisories, press releases, quotes and comments to the media to maximise opportunities for Member media exposure, while also supporting the preparation and coordination of advertisements in local media.

- Assists the Director of Communications and the Correspondence Assistant on drafting communications materials including, but not limited to, householders, flyers and cards.
- Reports on web and advertising analytics.
- Performs other related duties within the scope of the position.

### **Duties and Responsibilities: West Vancouver Engagement**

#### **Public Relations:**

- Maintains effective and positive communications between the communities in West Vancouver, Bowen Island, Lions Bay and the MP.
- Monitors media coverage, liaises with media and keeps the Member briefed and up to date on developments and issues relevant to West Vancouver, Lions Bay, and Bowen Island by providing news stories that can be used as entry points for involvement in the news agenda to raise the party and Member's visibility. Creates new and manages established contacts with journalists and policymakers.
- Provides leadership in developing and implementing an outreach strategy that aligns with the Member's key goals for developing linkages with various community groups and leads environmental scans to identify and seek opportunities for the Member's engagement and public relations through various events and communications initiatives.
- Promotes community programming and community meetings (e.g. Canada Summer Jobs, Community Meetings, Town Hall Events, etc.) throughout the West Vancouver, Bowen Island, and Lions Bay communities.
- Acts as outreach to the community, communicating government messages and offering information about government programs and assistance available.
- Communicates with press and local authorities, as requested.

#### **Community Outreach:**

- Meets with individuals who live within the specific communities. May be asked to assist with letters of support, status updates, and mediation, as needed.
- Acts as a middle person between House of Commons and residents, helping to voice and elevate concerns and issues raised by constituents, communicating them to appropriate ministries on behalf of the MP.
- Meets with stakeholders and individuals who want to be connected to government officials.
- Attends community meetings and gatherings with Member or on the Member's behalf.
- Communicates with team members to enable cohesive contact between all communities in the riding.
- Responds to email and phone enquiries.
- Acts as gatekeeper to the Member, whose limited time in the riding is precious.

#### **Qualifications**

The Digital Communications & West Vancouver Constituency Liaison deals with a wide variety of issues and situations, thus needs to be flexible and highly adaptable. They must appear professional and capable, approachable and trustworthy and be committed to contributing to a respectful work environment.

**Required Qualifications and Experience:**

- Undergraduate degree in communications, marketing, journalism or related field.
- Knowledge of multi-media communication technologies, including social media platforms (Facebook, LinkedIn, Instagram, Twitter and Pinterest) and mobile technology, to capitalize on technological advancements in information-gathering and environmental scanning.
- Ability to do basic graphic design and visual content creation.
- Proficient in computer skills including Microsoft Outlook, Excel, Word, Publisher and PowerPoint.
- Generalized private sector experience in marketing, branding or communications.
- Excellent written and oral communication skills, ability to stay on-message and strong people-skills.
- Creative, entrepreneurial and self-starting mindset.
- Ability to create and manage multiple priorities, meet strict deadlines, and work independently as well as in a diverse team environment.
- Ability to empathize and deal professionally with people in emotionally-charged states.

**Precedence will be given to applicants who hold or can show experience with the following qualifications and skills:**

- Connection to the West Vancouver, Bowen Island, and Lions Bay community.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience with WordPress, Adobe, Google Analytics, Google Tag Manager, and other web platforms.
- A general knowledge of government, current affairs, politics, and world events and experience with other levels of government.
- Knowledge of issues management principles and practices to develop strategic responses and properly brief the Member on the communications and messaging requirements that must be met when dealing with sensitive and complex matters.
- Knowledge of current events and the parliamentary environment, combined with highly developed communications skills to provide strategic communications products and services relating to high-profile, politically sensitive issues.
- Knowledge of media relations management principles and approaches.