

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

The Communications Assistant is responsible for a wide range of communications support and project coordination activities ranging from social media, digital communications products, and supporting with media relations for the Member.

The Communications Assistant 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, and media relations.

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 digital content for the Member’s Facebook, Twitter and Instagram. Looks for opportunities to develop effective online engagement strategies and elevate the Member’s online presence in the riding. This includes:
 - Creating weekly/bi-weekly or monthly social media plans (depending on your preferred organisational method) to ensure MP is vocal for important dates, events, observances etc
 - Ensuring that content is in line with the MPs brand
- Prepares and formats digital communication pieces.
 - Captures photos and videos while staffing MP, ensuring that there is content for any necessary communication piece including social media, calendars, householders and flyers.
 - Scripting and planning video shoots to ensure MP is speaking on important issues in a concise and effective manner.

- Effective and creative video editing abilities with preferred video editing software (Premire Pro, CapCut, etc)
- Ensuring that the posts are relevant for each platform (i.e formatting, captions not including links when not clickable etc)
- 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, outreach campaigns and social media trends and is able to translate these into Member use.
- 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.

Public Relations:

- Maintains effective and positive communications with communities in the riding.
- Monitors media coverage, liaises with media and keeps the Member briefed and up to date on developments and issues relevant to the riding by providing news stories that can be used as entry points for involvement and Member's visibility.
- Creates new and manages established contacts with journalists and policymakers.
- Communicates with press and local authorities, as requested.
- 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.

Qualifications

The Communications Assistant deals with a wide variety of issues and situations, and therefore 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 mobile technology, to capitalize on technological advancements in information-gathering and environmental scanning.
- Ability to do basic graphic design and visual content creation, including video editing.
- Proficient in computer skills including Microsoft Outlook, Excel, Word, Publisher and PowerPoint.
- 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 West Vancouver – Sunshine Coast – Sea to Sky Country.
- Generalized private sector experience in marketing, branding or communications.
- 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, Meta Business Suite 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.
- Previous experience in social media management and/or marketing.