

DESTINATION GREATER VICTORIA

Job Description – Corporate Communications (Co-op)

Title

Corporate Communications (Co-op)

Reports To

Executive Director, Corporate Communications and Community Relations

Summary

Reporting to the Executive Director, Corporate Communications and Community Relations, the Corporate Communications (Co-op) is responsible for coordinating the developing corporate communication materials and supporting community relations activities.

Job Duties

- Work in collaboration with other Destination Greater Victoria (DGV) departments to support the success of DGV's priorities and strategic programs through authentic, inspiring, innovative and effective communications.
- Assist in coordinating the development of planning for DGV such as newsletters, media releases, email announcements, planned publications and special projects.
- Assist with corporate content for DGV's LinkedIn account and website, ensuring timely updates and accurate information.
- Develop and maintain knowledge of communications best practices and adopt for use when appropriate.
- Assist in meeting communication deadlines by establishing priorities and target dates for gathering information, writing, review, approval, and transmittal.
- Pitch new communications ideas, goals, tactics for communication platforms.
- Ensure the communications calendar reflects all planned communications.
- Develop and maintain email distribution lists for DGV.
- Monitor analytics and create reports detailing the effectiveness of communications strategies.
- Represent DGV at community events and engage the public about DGV programs and services, as required.
- All other duties as assigned as needed.

Key Qualifications – Knowledge and Experience

- Working towards or has a Degree or Diploma in Communications, Public Relations, Journalism, Business Management, Community Relations, Marketing or a related field.
- Strong writing, formatting, editing and proofreading skills.
- Experience writing, formatting and creating content for e-newsletters or similar publications is a strong asset.
- Experience working in the hospitality and tourism industry is an asset.
- Excellent working knowledge of Word, Excel, PowerPoint and Outlook.
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Personal Attributes

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- Positive, solution-focused attitude and ability to work effectively as part of a team.
- Pro-active, self-motivated and results oriented.
- Adaptable, flexible, and open-minded.
- Efficient and highly organized, with the ability to multi-task and prioritize workload.
- Excellent interpersonal and communication skills.
- Ability to lead, problem-solve, and utilize team-building skills.
- Tact, diplomacy, discretion and the ability to maintain a high level of confidentiality are required.
- Contribute to a culture of high performance and mutual support, fostering collaboration across the organization.
- Strong ethical and effective work acumen.

Working Conditions

- This is an in-office position based out of our Corporate Office located in Victoria, BC.
- Ability to attend meetings and events, occasionally outside of regular 8:30-4:30 office hours.
- A hybrid work schedule may be possible.

Compensation

- The hourly wage for this position will be \$21.00.