



Title:	Communications Coordinator	ID:	9608
Department:	Communication Services	Reporting To:	Manager, Communication Services
Pay Grade:	7	Updated:	May 5, 2022
Range Min:	\$53,680	Range Max:	\$80,520

Position Summary

Reporting to the Manager, Communication Services, this individual is a strong communicator with sound content development and planning skills.

The Communications Coordinator has a strong attention to detail, technical aptitude with content management and project management systems, and ability to effectively manage multiple priorities to support delivery of agile and strategic communications. Day-to-day work includes planning, writing, editing, content creation, tactical communication rollout, event support and program evaluation.

This role is part of an integrated team and works to enhance the delivery of communication outputs, coordinating content production and planning for CREB®'s digital channels, blog, direct email, website, and social media platforms, while undertaking content audits to ensure consistency with CP Style standards.

Responsibilities

- Support the department with planning and task completion related to employee, member and public-facing communication and event plans as assigned
- Complete communication tasks as assigned with respect to departmental strategic communication and event plans, web publishing, and evaluation. This includes a variety of deliverables from writing and editing for CREB®'s staff and member-facing websites and blogs, to regular review and analysis of campaign metrics from Google Analytics, MailChimp and Sitecore (CREB®'s CMS)
- Coordinates the department content production calendar for all CREB®-owned digital channels, including CREB®Talk, CREB®Link, CREB.com, direct email and social media
- Responsible for content development, including writing for email and weekly blog content, social media content, web content, event invitations, etc
- Perform web updates through Sitecore (CREB®'s CMS), including copy writing for multiple communication channels
- Coordinate email distribution, collect metrics and provide analysis to support effective communication planning and evaluation

- Actively review analytics and measurement of our various communications channels and tools, making adjustments based on analysis of data to improve processes and engagement
- Oversees podcasting (CREB@Cast), working in collaboration with Communication Services team on topic selection and independently to set up, record and edit, ensuring high quality standards for the final product
- Develops and schedules content for social platforms through Hootsuite or other comparable social media management software
- Tracks and performs social media analysis to deliver insights on social media efforts and ongoing refinement of CREB®'s social media strategy for all platforms
- Assist with media monitoring, collecting metrics and providing analysis
- Manage the email account for CREB® Communications, CREB® Events and the REALTOR® Community Foundation redirecting information and responding to inquiries where appropriate
- Engage in regular peer review with teammates and offer constructive advice and support to improve the quality of work coming from Communication Services
- Contribute to assessment of risks/impacts and assist in mitigation implementation
- Keeps manager informed of progress and obstacles related to ongoing tasks or projects
- Uses written or verbal status reports to ensure that manager is up-to-date and will not be surprised by the status of key activities, actual expenses, or end results
- Other duties as assigned by leader

Education Requirements

Undergraduate degree in communications, public relations, marketing or related discipline

Years of Experience

2-3 years' experience in communications or a related role

Other Certification &/or Licenses

N/A

Additional Qualifications

- Working knowledge of social media platforms and management software, such as Hootsuite
- Develop positive, productive, and professional relationships with colleagues and clients
- Demonstrate teamwork and collaboration with communication services team
- Previous experience with podcasting an asset
- Experience working with Adobe Creative Suite considered an asset

Core Competencies

INTEGRITY Transparency. Accountability. Trust. Commitment.

We value INTEGRITY We build trust by having each other's backs, acting with honesty and strong guiding principles; and We are committed to always improving and delivering what we promise.

INCLUSION Diversity. Equity.

We value INCLUSION We create a socially safe environment for every individual; and We celebrate our diversity because our differences make us stronger.

COLLABORATION Openness. Cooperation.

We value COLLABORATION We work together to achieve common goals with open and honest communication; and We know teamwork is sharing our knowledge & skills, contributing to CREB®'s success.

WELLNESS Physical. Mental. Community.

We value WELLNESS We promote positivity, balance, healthiness, and happiness, and We build resilience through embracing and prioritizing the physical and mental wellbeing of ourselves, our coworkers, and our members.

Skills and Abilities	Weight
<p>Managing Multiple Priorities</p> <p>Handles multiple assignments and priorities yet still fulfills all commitments. Readily accepts new responsibilities and adapts well to changes in procedures. Gives appropriate priorities to various work demands. This is quite different from those who struggle to stay focused when faced with multiple priorities; focus only on one or two job priorities while neglecting others; and/or hesitate, complain or refuse to accept new procedures or assignments.</p>	25%
<p>Quality of Work</p> <p>Has established a track record of producing work that is highly accurate, demonstrates attention to detail and reflects well on the organization. Is personally committed to high quality work and encourages others to have similar standards. This differs from those who cannot be relied upon to produce high quality work, pay little attention to detail, show little pride in a job well done and/or set a poor example for co-workers or direct reports.</p>	25%
<p>Technical Skills</p> <p>Possesses the technical skills and knowledge required to perform essential tasks in an efficient and effective manner. Demonstrates the willingness and ability to train or coach others in the technical arena. This is quite different than those individuals who lack technical skills or knowledge and/or have failed to demonstrate a willingness and ability to train others to perform well in technical assignments.</p>	25%
<p>Teamwork</p> <p>Is an effective team player who adds complementary skills and contributes valuable ideas, opinions, and feedback. Communicates in an open and candid manner and can be counted upon to fulfill any commitments made to others on the team. This is distinctly different from those who withhold ideas and opinions, offer ideas or</p>	25%

opinions that rarely add value to team discussions, have established a track record with many unmet commitments, and/or have not contributed skills that complement the skills of others on the team.

Skills and Abilities - Additional Information

- Creative and results-driven thinker
- Web and social media savvy
- Disciplined communications problem solver who can find the balance between working hard and having fun
- Proficiency with Microsoft Office Suite
- Experience using content management systems
- Experience using project management systems
- Ability to work independently or in collaboration with team members
- Ability to ensure the timely completion of work deliverables
- Excellent organizational, teamwork and interpersonal skills
- Strong written and verbal communication skills

Employee Statement of Understanding

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations, and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.