

File No.: 04-1000-20-2020-168

April 15, 2020

s.22(1)

Dear s.22(1)

**Re: Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of March 4, 2020 for:

**Job descriptions for Multimedia Designers, positions 50005079, 50009327, 50010239 and 50090185 as well as Graphic Technician 50056724, Communications Coordinator I 50062526 and II 50006750. All positions are in the Civic Engagement and Communications Section.**

All responsive records are attached.

Under section 52 of the Act, and within 30 business days of receipt of this letter, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, [info@oipc.bc.ca](mailto:info@oipc.bc.ca) or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (#04-1000-20-2020-168); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

Cobi Falconer, FOI Case Manager, for

(signature on file)

**Barbara J. Van Fraassen, BA**  
**Director, Access to Information & Privacy**

[Barbara.vanfraassen@vancouver.ca](mailto:Barbara.vanfraassen@vancouver.ca)  
453 W. 12th Avenue Vancouver BC V5Y 1V4

\*If you have any questions, please email us at [foi@vancouver.ca](mailto:foi@vancouver.ca) and we will respond to you as soon as possible. Or you can call the FOI Case Manager at 604.871.6584.

Encl.

:ma



# Position Description

Working Title: **Communications Coordinator**

SAP Position Classification: **Communications Coordinator II**

Business Unit/Service Group: 50107530

Division/Branch: **Corporate Communications**

Employee Group: CUPE 15	Position Number(s): 50006750
For HRS input	RTS # <input type="text" value=""/>
Pay Grade/Band:	Class Title:
Job Code: <input type="text" value=""/>	Class No.: <input type="text" value=""/>

## Main Purpose and Function

The CCI, as part of the portfolio team, provides professional best practise-based communications support to the assigned operational client departments, which includes but is not limited to: media relations, strategic communications, public consultation, stakeholder relations, publicity and public engagement. This work involves research, writing, editing, planning, strategizing and collaboration.

## Key Contacts and Reporting Relationships

The Communication Coordinator I (CCI) works as an integral part of the Communications portfolio team, under the supervision of a Communications Manager, and with a graphic designer and/or additional Communication Coordinators, to provide communications advice and services to the City’s operational client departments.

## Specific Duties/Responsibilities

Works as an integral part of the Communications team, under the supervision and direction of a Communications Manager to:

- provide communications advice to client departments
- develop, coordinate, and, upon approval, implement communications plans
- monitor project budgets
- monitor and evaluate the effectiveness of communication activities in terms of meeting departmental and/or program objectives.
- oversee the work of consultants involved with a variety of programs and projects.
- Researches, writes, produces and executes a wide variety of communications tactics for web, social media, advertising, video and print.
- Writes project specific content and oversees production of communication materials
- Assists in arranging news conferences and other special events.
- Prepares reports, presentations, correspondence and other materials related to the

work.

- Other duties/responsibilities as assigned

### Minimum Position Requirements

#### Education and Experience:

- Diploma or university degree in journalism, communications or related discipline, plus considerable related experience OR an equivalent combination of training and experience. Minimum 7 years' experience working in corporate communication setting.

#### Knowledge, Skills and Abilities:

- Superior level of English language communication skills, both written and oral.
- Thorough knowledge of the principles, practices and techniques relating to professional communications
- Demonstrate good working knowledge of local government and how it operates.
- Experienced in writing and editing for web, print, social media, video and advertising.
- Experienced with using web content management systems to deliver on communication goals.
- Experienced in developing key messaging and media relations strategies.
- Ability to establish and maintain effective liaison and working relationships with a variety of internal and external contacts.
- Ability to develop, coordinate, implement and evaluate strategic communication plans, programs, and activities
- Experienced in developing and implementing concepts and themes and to research, write, produce and disseminate a variety of communications materials.
- Ability to identify risk to the organization in potentially contentious issues and escalate them to a superior.
- Experience in developing reports, presentations, correspondence and other related materials.
- Ability to oversee the work of staff (graphic designer, videographer) and consultants engaged in communication work.
- 

<b>Business Unit/Branch/Division</b>	
Developed by: <b>Mairi Welman</b>	Date: <b>September 9, 2013</b>
Approved by: <img alt="redacted signature" data-bbox="245 685 278 700"/>	Date: <img alt="redacted date" data-bbox="705 685 738 700"/>
<b>Human Resource Services</b>	
Approved by: <img alt="redacted signature" data-bbox="245 740 278 755"/>	Effective date: <img alt="redacted date" data-bbox="705 740 738 755"/>

<b>Working Title:</b>	Digital Content Coordinator
<b>SAP Position/ Classification Title:</b>	Multimedia Designer
<b>Business Unit/ Service Group:</b>	City Manager's Office
<b>Division/ Branch:</b>	Corporate Communications

<b>Employee Group:</b>	CUPE 15	<b>Position Number(s):</b>	50005079		
For HR Input					
<b>Pay Grade/ Band:</b>	24	<b>Class No:</b>	2283	<b>Job:</b>	IT III

### **Main Purpose and Function**

The Digital Content Coordinator provides videography and social media content creation services for the City of Vancouver Corporate Communications team and other business units.

### **Key Contacts and Reporting Relationships**

The position reports to the Communications Manager, Media and Issues and provides content creation support to managers within the Corporate Communications team.

### **Specific Duties/Responsibilities**

- Executes the design and creation of a variety of visual and multimedia content for social media and web
- Researches and creates social graphics, basic animations, short videos and data visualizations for use on the City's digital channels
- Films and broadcasts short pieces of live video content on social channels
- Conducts videoed interviews with staff, City partners or residents to create content for intranet, digital communication channels or events
- Attends meetings with internal clients to discuss ongoing or upcoming projects; brainstorms and provides solutions to creative challenges to ensure the successful completion of projects.
- Champions and adheres to the principles, framework and priorities as set out by the Digital Strategy and helps to align priorities for external web and social media projects accordingly.
- Provides content creation support and advice to the Corporate Communications and Digital Services team on digital content trends; develops templates for client departments
- May work with external contractors to create additional content, providing City brand and style guidance to contractor
- Edits, exports and uploads new and existing video content
- Organizes and maintains a variety of files and records related to the work; develops and maintains cross-reference docketing and archival systems for production jobs.
- Other duties/responsibilities as assigned

### **Minimum Qualification Requirements**

#### **Education and Experience:**

A diploma in videography, content creation, or related discipline from a recognized post-secondary institution plus considerable experience in the creation of video and graphic content for digital communications channels within an agency or in-house corporate role and in providing digital content creation advice and services to employees and managers, or an equivalent combination of training and experience.

Knowledge, Skills and Abilities:

- Considerable knowledge of video and graphic content creation principles, methods, techniques, materials and tools
- Considerable knowledge of best practice and digital platform requirements for paid and organic social and video content
- Considerable knowledge of current trends, and active posting with standard social media platforms (Facebook, Twitter, LinkedIn, and YouTube) and demonstrated passion for social media as a whole
- Considerable knowledge of designing optimized graphics for social media networks.
- Sound knowledge of corporate communications objectives and requirements as they relate to the work performed
- Ability to design optimized graphics for social media networks
- Ability to develop and execute content creation concepts appropriate to client needs and projects.
- Ability to turnaround time-sensitive videos in a prompt manner
- Ability to establish work priorities and to organize, coordinate and ensure the quality, timely production and cost effectiveness of content.
- Able to take initiative, but accepting of feedback and guidance
- Ability to establish and maintain effective working relationships with a variety of internal and external contacts.
- Ability to using editing and content creation software such as Adobe Creative Suite, Canva, Adobe Premiere or Apple Final Cut Pro
- Photography and videography skills including the ability to do live streaming, basic event photography, video production and editing
- Sound knowledge of user experience (UX) design and infographics development an asset.
- Familiarity with content management systems, web analytics preferred

Business Unit/ Branch/ Division					
<b>Developed by:</b>	Ellie Lambert	<b>Title:</b>	Communications Manager, Media	<b>Date:</b>	March 27, 2019
<b>Approved by:</b>	Rena Kendall-Craden	<b>Title:</b>	Director of Civic Engagement and Communications	<b>Date:</b>	March 27, 2019

Human Resources					
<b>Reviewed by:</b>	Kristine Francis	<b>Title:</b>	Compensation Analyst	<b>Date:</b>	April 25, 2019



# Position Description

Working Title: Communications Coordinator - Media Monitoring

SAP Position Classification: Communications Coordinator I

Business Unit/Service Group: City Manager's Office <img alt="redacted" data-bbox="538 211 571 224"/>

Division/Branch: Civic Engagement and Communications

Employee Group: CUPE 15	Position Number(s): 50062526
For HRS input	Class Title: Communications Coordinator I
Pay Grade/Band:	Class No: 2208

## Main Purpose and Function

As part of the portfolio team, the Communications Coordinator provides professional best practice-based communications support to the assigned operational client departments, which includes but is not limited to: media monitoring and coverage analysis, translation of media materials, media relations, strategic communications, public consultation, stakeholder relations, publicity and public engagement. This work involves research, writing, editing, planning, strategizing and collaboration.

## Key Contacts and Reporting Relationships

Works as an integral part of the Communications team, under the supervision and direction of the Communications Manager - Media and Issues Management

## Specific Duties/Responsibilities

- Monitor, collate and analyze media output relating to the City of Vancouver
- Evaluate and provide insight to internal clients regarding the effectiveness of communication activities in terms of meeting departmental and/or program objectives.
- Develop, coordinate, and, upon approval, implement process improvement plans for communication projects
- Monitor project budgets
- Oversee the work of consultants involved with a variety of programs and projects.
- Research, write, produce and executes a wide variety of communications tactics for web, social media, advertising, video and print.
- Write project specific content and oversees production of communication materials
- Assist in arranging news conferences and other special events.
- Prepare reports, presentations, correspondence and other materials related to the work.
- Other duties/responsibilities as assigned

## Minimum Position Requirements

### Education and Experience:

- Diploma or university degree in journalism, communications or related discipline, plus considerable related experience OR minimum five years' experience working in corporate communication setting.

### Knowledge, Skills and Abilities:

- Strong English language communication skills, both written and oral.
- Experienced in media data collation, analysis, monitoring and process improvement
- Skilled at management of content tracking, particularly the set-up and maintenance of keywords, metadata and search strings
- An understanding of the media landscape and trends, particularly in Metro Vancouver and BC.
- Ability to develop, coordinate, implement and evaluate insight-driven communication projects
- Thorough knowledge of the principles, practices and techniques relating to professional communications
- Demonstrate good working knowledge of local government and how it operates.
- Experienced in writing and editing for web, print, social media, video and advertising.
- Ability to establish and maintain effective liaison and working relationships with a variety of internal and external contacts.
- Ability to identify risk to the organization in potentially contentious issues and escalate them to a superior.
- Experience in developing reports, presentations, correspondence and other related materials.
- Strong written and spoken language skills in Cantonese, Mandarin, Traditional and Simplified Chinese or Punjabi would be a desirable asset

Business Unit/Branch/Division		
Developed by: Ellie Lambert	Title: Communications Manager - Issues and Media	Date: February 10, 2018
Approved by: Rena Kendall-Craden	Title: Director of Civic Engagement and Communications	Date: February 10, 2018

Human Resource Services		
Reviewed by: Cindy Jean	Title: HRC	Date: February 10, 2018