



British Columbia
School Trustees
Association

Title: Media Relations and Design Specialist

Reports To: Technical Writer and Website Specialist

Closing Date: April 30, 2019

The British Columbia School Trustees Association (BCSTA) is seeking a full-time, in-house Media Relations and Design Specialist. This position is responsible for BCSTA's media relations portfolio. This includes working with the Chief Executive Officer to develop and execute a media-relations strategy as well as establishing and maintaining relationships with media with a focus on establishing BCSTA's as the "go-to" source of information for K-12 education-related matters.

This position will also focus on enhancing BCSTA's social media presence and will be primarily responsible for electronic publication and graphics design. Working in tandem with BCSTA's Technical Writer and Website Specialist, this position will participate in development of BCSTA's publications and resource materials; including creation of graphics and content layout; assist in the production of speeches, backgrounders, correspondence and other written materials; conduct issue analysis as needed; and create and distribute newsletters to BCSTA's membership.

Key Responsibilities:

- Plans and coordinates BCSTA's media-relations contacts
- Develops and maintains relationships with media
- Works closely with BCSTA's Board of Directors, Chief Executive Officer, and Technical Writer and Website Specialist to develop and execute media communications
- Provides support to the President, Chief Executive Officer, and Board of Directors regarding media interviews and responses
- Attends approved media events
- Responsible for BCSTA's social media presence, including planning, executing and tracking metrics
- Monitors sector news and media content
- Distributes media/news releases, daily news summaries, BCSTA newsletters and maintains related databases
- Assists with development, design, layout, writing, and editing of BCSTA's publications and background resource materials, speeches, backgrounders, and correspondence
- Assists with production management of print projects and production/editing of video and photo content (including quotes, proofs, copyright management, and cataloguing materials)
- Contributes to BCSTA's website and HUB
- Participates in developing and attaining association goals and objectives
- Provides support at BCSTA events, locally and provincially, as assigned
- Supports assigned committees, branches, and working groups
- Other related duties, as assigned



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Requirements:

- Minimum of an undergraduate degree or diploma in Communications or a related discipline
- Experience in media relations
- Experience coordinating media events and news conferences
- Strong understanding of information technology to support working in an electronic publication and media environment
- Understanding of social media best practices in a political environment
- Strong understanding of print processes and digital media production
- Excellent knowledge of Microsoft Office
- Excellent understanding of Adobe's Creative Cloud, with a focus on desktop publishing tools in a Microsoft Windows based environment
- Thorough understanding of social media and past experience utilizing multiple social media tools in a business environment

Preferred Abilities, Knowledge, Skills and Competencies:

- Knowledge and experience in the K-12 education sector
- Experience supporting a senior management team or board of directors
- Experience liaising with members of the media
- Ability to communicate effectively, both verbally and in writing, for a variety of platforms and audiences
- Comfortable in a politicized environment and always respects confidentiality
- Strong time-management skills with an ability to prioritize tasks
- Superior interpersonal skills and ability to work with a wide range of constituencies in a polite, tactful, and professional manner
- A responsive and respectful work attitude is essential
- Must be collaborative with a strong team and customer-service focus

Please send resume, cover letter and salary expectations by April 30, 2019 to:

applications@bcsta.org

Subject: "Media Relations and Design Specialist"

Candidates must be available for face-to-face interviews at BCSTA's Vancouver office.

About BCSTA:

The British Columbia School Trustees Association serves and supports our members, BC's 60 Boards of Education, in their key work of improving student achievement and meeting local education priorities. BCSTA provides professional learning, legal counsel, and communications support through our Vancouver office. Provincially, our non-profit Association acts as a strong, unified voice for Boards of Education in advocating to government, other education partners, and the public on matters affecting public education.

For more information, please visit www.bcsta.org.