

## Co-op Student - Communications

**Approval Date:** January 2026**Department:** Communications☐ IAFF☒ CUPE☐ Management**Title of Management Supervisor:** Communications Manager

### General Accountability:

#### Purpose and Scope

Reporting to and taking direction from the Communications Manager, the Communications Co-Op Student contributes to and supports the development, coordination, and implementation of internal and external communications plans and materials, and public engagement activities.

### Nature and Scope of Work

The successful candidate will work on a broad range of assignments. Projects may include:

- Promotional material, including event displays, news releases, advertisements, social media postings and measurement related to outreach initiatives from multiple City departments.
- Media monitoring.
- Communications materials development.
- Online information development for public communication.
- E-newsletter production to provide updates for staff.
- Photo inventory and video production to illustrate City services.
- Liaise with and respond to general inquiries from staff, other governments and agencies, residents and the public, community interest groups, businesses, media, and other contacts.
- Assist other functions within the Communications Department, (e.g., digital communications) when necessary.
- Miscellaneous duties as assigned.

### Necessary Qualifications

#### **Knowledge:**

- Basic knowledge of WorkSafeBC regulations and safe work procedures.
- Basic understanding of current marketing, corporate communications and public engagement principles, best practices, methods, and techniques.
- Knowledge of content creation programs such as those included in the Adobe Creative Cloud.
- Knowledge of commonly used social media platforms and their applications in a communications context, including Facebook, Instagram, LinkedIn, and YouTube.

#### **Skills:**

- Safe work habits and practices.
- Proficiency with Microsoft Office Suite, video production software and social media.
- Excellent oral and written communication skills, including proofreading and editing.
- Excellent marketing, research (including interviewing) and report-writing skills.
- Sound project coordination skills.
- Sound analytical problem-solving skills.

#### **Abilities:**

- Multi-tasking and the ability to work under tight timelines and respond to rapid and constant changes in direction and priorities.
- Highly motivated and able to work both independently and as part of a team.

- Ability and willingness to contribute to maintaining a respectful, safe and supportive work environment that embraces diversity, along with treating everyone with courtesy, dignity and fairness.
- Must possess and maintain a valid Driver's license and produce and maintain a clean driver's abstract, as per City policy.

**Education:**

- Grade 12 or equivalent.
- Must be currently enrolled in a university or technical college co-op program (Communications, Journalism, Public Relations).

**Preferred Criteria (For External Candidates Only)**

- Ability to perform well in public forums.
- Completion of third-year communication studies.
- Experience in graphic design, photography, videography, writing and/or online fluency.

**Unusual Working Conditions**

- May be required to work on evening or weekend assignments.