



## JOB DESCRIPTION

### Director, Digital Communications & Content

We are seeking an experienced and dynamic communications professional to lead our proactive communications work with a focus on digital and social media.

#### **Background:**

The BC Dairy Association (BCDA) is the advocacy group for all dairy farmers in BC. Our core competencies include marketing, education programs, government relations, producer engagement, and mentorship. We also support our dairy farmers through active engagement in applicable policy development and academic research. This role is an integral member of the BCDA Senior Management Team with the prime responsibility of managing digital channels (all websites), social media, proactive communications as well as content strategy and development. A highly skilled writer and storyteller is required for this role.

This role is best suited to an expert strategic communications professional, with proven planning skills, thorough knowledge of measurement and analytics across a range of digital platforms, a history of social media management and experience leading small teams and projects. The Director will design, implement, and evaluate digital communications plans, and manage a budget. Importantly, the successful candidate will be an excellent writer with a proven ability to write compelling, clear copy

Other core skill sets include a customer service mindset and the ability to liaise with and communicate effectively to a range of audiences and stakeholders. An understanding of BC's agriculture sector and food community will be an asset.

**Scope:**

Reporting to the General Manager, the Director will work as a member of the BCDA Senior Management Team and supervise the work a small team of staff, as well as consultants and agencies.

Working as the Director, Digital Communications & Content, you are just as comfortable developing a social media strategy as you are rolling up your sleeves to dive into content creation.

You will be the brand voice across all our social media channels and online communities, and possess the ability to craft compelling, unique content customized for each social platform.

**Duties & Responsibilities:**

- Develop and execute a digital strategy designed to generate new traffic across all of BCDA social media platforms and websites.
- Develop and execute proactive communications and earned media strategy.
- Work within the BCDA team, with dairy producers and other stakeholders to develop relevant and strategic story narratives and content.
- Plan and maintain a social content calendar, regularly posting to Facebook, Instagram, Twitter, YouTube, LinkedIn, and any new emerging and relevant networks.
- Create, edit and publish content on social media, engaging and managing any comments from our community.
- Engage in social listening to identify and respond to conversations where there is a natural fit to build relationships.
- Liaise with industry influencers and partners to optimize our social reach and engagement.
- Build social media plans for priority events, in order to ensure we're engaging pre, during, and post events.
- Foster continued engagement in our farm and social communities - owning and driving these communities.

- Manage sponsorship opportunities to engage with organizations and communities that align with the values of BCDA.
- Identify social content collaboration opportunities with partners.
- Design and track metrics to evaluate the ROI success of various social media platforms used and its engagement of users through analytics
- Support conversion optimization to test social messages to drive the most appropriate conversions/outcomes
- Foster an open, collaborative, and inclusive environment with the BCDA Marketing, Producer Relations, and Nutrition Education teams.

### **Requirements:**

- Undergraduate degree in a relevant discipline and a minimum of five years of related experience in digital strategy and analytics or an equivalent combination of education, training, and experience.
- Possess both a passion for and senior level experience in social media marketing and leading campaigns. Experience with not for profit organizations is an asset.
- Excellent knowledge of social media, web analytics, and digital marketing skills.
- Ability to develop, measure and refine multi-media campaigns in support of institutional/organizational priorities.
- Understanding of current trends and best practices in communications relevant to complex organizations.
- Ability to enhance business processes with cross-functional teams.
- Ability to develop and maintain effective working relationships with internal and external stakeholders.
- Excellent written, verbal and interpersonal communication skills.
- Excellent analytical reasoning, organizational and interpersonal skills.
- Ability to exercise mature judgment, initiative and independence in accomplishing priorities and deadlines.
- Ability to develop training materials and tools and facilitate presentations.
- Proficient in the use of current communication and digital media applications, systems and tools.

- Valid driver's license and access to a vehicle as needed (mileage will be compensated).
- Demonstrated proficiency in Microsoft Office (Word, Excel, PowerPoint).
- Experience managing, designing and creating content across multiple websites and print mediums.
- Ability to write meaningful, effective content.

**Working Conditions:**

This is a full-time position primarily based in the BCDA Burnaby office, although travel to the BCDA Abbotsford office will be required on occasion. There will be some travel to regional and national meetings and conferences as well as occasional travel throughout British Columbia (travel will be approximately 15%).

The Director will spend considerable hours sitting and using office equipment and computers, which may cause muscle strain. Some lifting of supplies and materials may be required from time to time.

The office environment is a busy open area. The incumbent will be faced with frequent interruptions and distractions.

Responsibilities will require working evenings and weekends at times.

**Deadline:**

Interested candidates must submit a cover letter and CV to [natasha@careercontacts.ca](mailto:natasha@careercontacts.ca) by April 30, 2020 for consideration.

BCDA thanks all applicants for their interest, however only selected candidates will be contacted.