

**Events and Outreach Coordinator
Customer Experience and Public Affairs Department
Business Development Division**

JOB OVERVIEW

Customer Experience and Public Affairs provides positive and meaningful experiences for our customers across the province through targeted marketing, communications and fare-related activities. Our core expertise includes online platform management, marketing planning, graphic design, public relations, media relations, government relations and fare program planning.

BC Transit is seeking a highly motivated candidate with experience in event management and community engagement. This role plays an integral part in the development and delivery of a community relations strategy and is a frontline brand ambassador responsible for leading the many community outreach initiatives, including but not limited to, events, community programs, and brand promotion. The ideal candidate is people-oriented and passionate about using transit as a platform to make a difference in the community.

Reporting to the Marketing Manager, the Events and Outreach Coordinator initiates, develops, implements, manages and evaluates all public facing and employee facing events. In addition, this role leads our community relations efforts by supporting the fundraising program, activating event sponsorship, implementing a community grants program and leading outreach activities to community organizations across the province.

Responsibilities

- Works with BC Transit marketing, design, web, communications, planning and operating staff, internal clients, operating contractors, local government contacts, and local representatives of municipal clients to provide technical expertise to initiate, develop, implement and evaluate appropriate and cost-effective events.
- Responsible for organizing event operations and for the annual BC Transit Workshop, local parades, charitable events in Victoria, regional system events, internal employee events, Victoria parades, and seasonal events.
- Responsible for sponsorship activation activities at partner events (e.g. sporting events)
- Develops and recommends event budgets and monitors approved budgets.
- Evaluates the effectiveness of events by monitoring media, attendance, public complaints, inquiries and requests for information. Conducts follow-up research as required e.g. surveys.
- Develops and maintains a public (internal) corporate calendar of events.
- Develops and maintains a provincial Transit Ambassador program
- Develops and maintains a provincial community grants awards program
- Supports outreach to BC Transit communities across the province
- Communicates internally and externally regarding all event and outreach efforts.
- Develops standards and guidelines for event operations (Event Toolkit) for partners
- Researches and recommends processes, policy changes and best practices related to public engagement and related initiatives.
- Has ability to manage multiple projects at the same time in a fast-paced environment, across different time zones.
- Perform other duties assigned.
- Travel is sometimes required
- Evenings and weekend work is sometimes required.

QUALIFICATIONS

EDUCATION

- Diploma or bachelor's degree in communications/public relations/marketing/program or event management or related discipline.

EXPERIENCE

- A minimum of 2 years of experience in event coordination and/or community relations, similar position or an equivalent combination of education and experience in an agency, or similar environment, including experience in: project coordination and event management.
- Experience with event operations planning
- Experience in delivering on-site sponsorship activation activities and promotions
- Experience in community program management
- Exceptional communication skills (both verbal and written)
- Strong attention to detail
- Strong problem-solving skills, with a proactive approach
- Willing to learn new technologies
- Enjoys working in a fast pace environment.
- Able to meet tight deadlines

BEHAVIOURAL COMPETENCIES

- **Occupational Health and Safety Knowledge** - Is knowledgeable about workplace health and safety, places high importance on safety and diligently follows safe operating

procedures; promotes and displays a positive safety attitude and is proactive about safety for themselves, peers and customers.

- **Customer Service** - Demonstrates a commitment to public service, serves and satisfies internal and external customers, holds themselves accountable for quality outcomes.
- **Planning and Prioritization** - Proactively plans and organizes work activities and priorities; manages several tasks at once.
- **Leadership** - Identifies inefficient practices and/ or processes and implements strategies and solutions to optimize the use of corporate resources and assets.
- **External and Organizational Awareness** - Identifies and understands how internal and external issues (e.g. economic, political, social trends) impact the work of BC Transit.
- **Interpersonal Relationships** - Develops and maintains effective relationships with others, relates well to people from varied backgrounds and in different situations, show understanding, courtesy, tact, empathy and politeness.
- **Technical Knowledge and Adaptability** - Applies and acquires new knowledge and skills including new and emerging trends or information in the industry; sets and pursues learning/ growth opportunities and goals.
- **Collaboration** - Builds an effective team that understands and supports the vision, values and objectives of the organization; shares the strategic direction, provides clarity as needed and recognizes team accomplishments; proactively works with team members to address and resolve any conflicts.
- **Communication** - Provides regular, consistent and relevant information to others and ensures appropriate individuals are informed; listens carefully to others, asks questions or clarification and responds thoughtfully; communicates in a clear and concise manner using appropriate content, style and method of communication to suit the needs of the individual or audience.