

Position Identification			
Position Title	Digital and Social Media Coordinator		
Position Replaces	n/a		
Position Level	Employee	Position Code	1493
Pay Group	Group 9	Date (last revised)	Apr-23
Supervisor Title	Manager, Digital Experience	Sup. Position Code	1070
Additional Requirement	CRC	N/A	
Division	Strategy and Public Affairs	Flexible Work Arrangement	Flexible Work

Organizational Description

BC Transit is a provincial crown corporation responsible for the overall planning and delivery for all of the different municipal transportation systems within British Columbia, outside Greater Vancouver.

Our Mission: Delivering transportation services you can rely on

Department Summary

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.

Job Overview

Reporting to the Manager, Digital Experience, the Digital and Social Media Coordinator is responsible for managing digital properties including social media channels and coordinating content development and replies in real-time. This role plays an integral part in the coordination and execution of digital communication strategies, while working with peers and supervisors to use social media channels to enhance the BC Transit brand. Working closely with an aligned team, The Digital and Social Media Coordinator is a multi-disciplinary digital communicator, with a strong working knowledge of numerous digital channels. They have a strong analytical background and make decisions based on data. They have a keen eye for detail, strong writing skills and continually look for ways to support their team in the creation and development of digital communication campaigns.

Key Accountabilities and Expectations	
Key Accountability	Expectation
Digital Strategy	<ul style="list-style-type: none"> • Generates, leads and is responsible for the development of strategies, tactical outlines, campaigns, digital assets, and channels • Influence internal and external audiences with strategies through continuous, adaptive optimization and reporting, with the goal of increasing ridership. • Leads and assists overall analysis creation and execution of digital campaigns, inclusive of, budgets, and timelines and ensuring quality control. • Using skilled judgement and decisive insight to assess risk and develop appropriate content for review by Digital Experience (DX) Manager.
Social Media	<ul style="list-style-type: none"> • Write, edit and proofread content and suggest imagery to ensure consistent alignment with company tone and brand, trends and audience preference. • Advise external partners and internal stakeholders on BC Transit social media best practices to develop consistent on-brand content to supplement social media channels. • Establish and foster strong relationships with online audiences by monitoring, drafting responses to questions and comments for approval by all internal stakeholders, local government partners, external partners/agencies. • Design and develop social media/digital advertising workflows and processes for all stakeholders.
Data & Reporting	<ul style="list-style-type: none"> • Determine metrics; Track, measure and report on the campaign performance against these, analyze gaps and execute action plans to course-correct as the campaign unfolds.
Additional Duties	<ul style="list-style-type: none"> • Manage, coordinate and cultivate relationships cross-departmentally, with internal stakeholders and external partners, agencies & vendors. • Train internal staff to use social media management and insight tools; train department co-op students to follow processes and complete assigned tasks. • Performs related duties in keeping with the purpose and accountabilities of the job.

Summary of Qualifications and Job Specific Competencies	
Education	<ul style="list-style-type: none"> • Post secondary diploma in in Marketing, Business, Communications, Journalism or a related field.

Experience	<ul style="list-style-type: none"> • Two years related experience creating cross-channel digital campaigns. • Experience with social campaigns, content writing, channel management and use of enterprise-level management tool • Experience in digital advertising and media planning. • An equivalent combination of education and experience may be considered.
Key job-specific competencies	<ul style="list-style-type: none"> • Analytical skills to identify and assess the impacts of related risks and opportunities. • Ability to demonstrate good judgment, political sensitivity and a proactive approach in all areas of decision making with the ability to make recommendations, problem-solve and prioritize. • Interpersonal skills to identify mutually acceptable solutions, and work to achieve consensus between groups. • Advanced knowledge of the principles, theories, concepts and practices of digital marketing and experience with digital marketing strategy and planning with established technological platforms and emerging digital media. • Exceptional, communication skills (both verbal and written). • Strong attention to detail. • Willing and adept at learning new technologies and skilled in training others in using same (or different) technologies. • Enjoys working in a fast-paced environment. • Able to meet tight, conflicting deadlines.