



Title: Communications Coordinator

Location: Surrey, BC

Responsibilities

Project Planning

- Co-ordinates the development, production and distribution of corporate and marketing communications:
 - Liaises and works closely with internal business units
 - receives, and reviews requests from internal clients
 - develops communications plans
 - suggests appropriate communications, media and advertising strategies
- Acts as project leader for communication projects:
 - Manages time and workflow of the creative services team
 - develops and manages production schedules to ensure optimal use of internal resources, and the timely delivery of projects
 - briefs creative group of project goals
 - participates in creative development as appropriate.
 - receives drafts of copy and proofs from creative services team, and routes for review

Media Placement

- In liaison with media placement agency, advertising agency, or creative/design studios, implements media plans, sets schedules, and recommends budget allocations.
- Liaises with newspapers, radio stations and other publications to book advertisements.

Production Process

- Oversees the production of digital and paid media to support strategic communication plans
- Sources, interviews and negotiates with suppliers, analyzes quotations to provide cost estimates to internal clients, assesses their work and makes decisions on supplier selection for projects.
- Generates purchase requisitions to ensure proper job specifications are provided to outside suppliers, and reconciles invoices against quotations.
- Manages production docket system including library of all production materials.
- Ensures that all finished advertising materials are sent to clients, suppliers, publications, or other destinations.

Other

Performs duties of a minor nature related to the above duties that do not affect the rating of the job.

Requirements

- Completion of a recognized 2 year diploma in Marketing, Advertising, including courses in Print Production and business writing
- Two (2) to three (3) years directly related relevant experience.
- Strong communications planning and project management skills with sound budgeting and time management skills, including the ability to work effectively under tight deadlines.
- Ability to foster and maintain relationship with business units
- Thorough knowledge of procedures involved in print production, including pre-press and printing technology.
- Thorough understanding of the use of communications media (collateral, web, advertising - print, radio, TV, online) to achieve client's objectives.
- Ability to assess and evaluate the quality of supplier's work and evaluate estimates for accuracy.
- Excellent verbal and written communication skills, and proof-reading skills.
- Sound knowledge of PC computer environments, systems, and peripherals.
- Sound working knowledge of Excel, Word, Adobe Acrobat Outlook, and project management software.
- Familiarity with Microsoft Project, PowerPoint, Adobe Photoshop, Illustrator, and InDesign. Should be web savvy.