



NIAGARA REGIONAL POLICE SERVICE

Career Opportunity

Position Title: C26/2020 – Corporate Communications Technician
Current Location(s): Police Headquarters, 5700 Valley Way, Niagara Falls ON
Association: Niagara Regional Police Association
Posting Date: October 5, 2020
Closing Date: October 30, 2020

POSITION SUMMARY

Under the direction of the Executive Officer to the Chief of Police, the Corporate Communications Technician assists in executing comprehensive and effective communication strategies and initiatives for the Niagara Regional Police Service. The CCT supports the CCU in carrying out strategic priorities by using traditional and social media tools to enhance and promote the image of the NRPS. The CCT supports the good work of the NRPS and its members by executing communication and marketing campaigns that serve to strengthen community and member engagement while promoting the NRPS brand.

JOB SPECIFICATIONS

- Two (2) year Community College Diploma in a related field (e.g. multi-media, broadcasting or audio-visual technologies).
- Minimum two (2) years relevant pre-job experience.
- Understanding of Municipal Freedom of Information and Protection of Privacy Act, the Youth Criminal Justice Act, Criminal Code of Canada, and the Police Services Act as it pertains to the release of information.
- Demonstrated ability to work with MS Office software (Outlook, Excel, Word, PowerPoint) and Adobe Suite (Adobe Premier, Adobe Photoshop).
- Proficiency with social media platforms including, but not limited to, Facebook, Instagram, and Twitter.
- Strong communication skills (both verbal and written).
- Proven ability to maintain a high level of confidentiality.
- Ability to work well under pressure, multi-task, and function effectively in a high volume workplace with tight deadlines.
- Ability to work outside regular business hours as required.
- Valid class "G" driver's license.

MAJOR RESPONSIBILITIES:

1. Collaborate with other departments to develop creative and efficient social media content to foster engagement and further discovery into NRPS programs and services.
2. Work with other Corporate Communications members on the promotion of content (i.e. creative assets, demos, video, copy, descriptions).

3. Manage social media initiatives as part of larger overall strategies and report on prospective campaigns and engagement across social platforms.
4. Work with members of the CCU to coordinate content strategy recommendations on NRPS social media platforms, as well as lead the implementation of emerging social media opportunities.
5. Coordinate with CCU members to implement the NRPS social media advertising strategy to promote programs, services and initiatives.
6. Develop and manage scheduling of social media posts on NRPS social media platforms.
7. Monitor, evaluate and report on social media campaign success.
8. Provide tactical communications support including social media campaign materials.
9. Create eye-catching graphics, engaging print design (logos, mailers, brochures etc.), and digital artwork for websites (rotating web banners, banner ads, graphics etc.).
10. NRPS Website management.
11. Generate and maintain content to NRPTV and for the HQ "Big Sign".
12. Produce video content as required.
13. Take professional level photographs (portrait/real world).
14. Other related duties as assigned.

This is a permanent full time opportunity with the Service with an *interim* annual salary starting at \$73,361.23

PLEASE NOTE:

Candidates are asked to provide a portfolio (electronic and hard copy) with their resume highlighting their work and experience in photography, video production, graphic design, website design/maintenance, professional social media account management and printed materials

Qualified applicants are invited to submit a cover letter and resume online by clicking on the Civilian Application Form link referencing the Position Number/Title above.

<https://www.niagarapolice.ca/en/careers-and-opportunities/Civilian-Employment-Opportunities.aspx>