



Multimedia Coordinator

No. of Positions: 1
Location: Regina, SK
Type of Employment: Full-time, permanent

The Saskatchewan Construction Safety Association (SCSA) is an industry-funded, membership-based, non-profit organization that provides cost-effective, accessible safety training and advice to employers and employees in the construction industry throughout the province to reduce the human and financial losses associated with injuries. Registered March 20, 1995 the SCSA is, and has been since inception, committed to injury prevention. Serving almost 10,000 member companies, with business offices in both Regina and Saskatoon, the major business units of the association are Administration, Advisory Services, Corporate Development, Corporate Services, Program Services and Training. The mission of the SCSA is constructing safety leadership in Saskatchewan and the vision is to create the safest construction environment in Canada. For more information visit, www.scsaonline.ca.

SUMMARY

The Multimedia Coordinator is responsible for creating, editing and presenting various media material to build the SCSA brand and creating compelling media content, including graphics and videos, in support of the SCSA's evolving marketing and communications strategy. The incumbent will provide leadership and guidance to the SCSA team on digital best practices, including web and social media analytics.

This position is well suited to an experienced multimedia communications professional who is a dedicated self-starter, capable of adapting to organizational needs and taking ideas from concept to high-quality material. They will be committed to lifelong learning and possess a positive demeanor.

DUTIES AND RESPONSIBILITIES

- Produce high-quality multimedia materials to support SCSA:
 - Propose, develop and execute compelling story-telling through multimedia.
 - Build annual report publication in collaboration with Corporate Development unit.
 - Record and edit seminars, courses and presentations as needed/requested.
 - Act as the SCSA photographer for various occasions including events, conferences and demonstrations.
 - Manage digital signage for the SCSA.
 - Manage timelines and scope for all multimedia initiatives.

- Implement standards for measuring the success of multimedia communications, prepare analytics reports and make recommendations for improvements.
- Work with the Marketing Coordinator to develop and implement the social media strategy.
- Manage SCSA social media accounts and all related video elements.

- Oversee SCSA website:
 - Lead evaluation of website to identify best performing content, outdated material and information gaps and make recommendations.
 - Develop and implement a web strategy to enhance SCSA visibility and drive traffic; and improve information architecture and user experience.
 - Collect, analyze and report on Google analytics.
 - Improve Search Engine Optimization (SEO).
 - Communicate pertinent technical difficulties to SCSA employees and other relevant parties.

- Manage digital assets and digital vendors:
 - Maintain multimedia storage and archiving of all multimedia assets.
 - Upload videos to websites and social media outlets.
 - Manage relationships with external vendors for photography and videography, as well as other communications professionals.
 - Manage user-experience.
 - Share digital best practices.

- Perform other related duties as assigned.

SUMMARY OF QUALIFICATIONS

Education and Experience:

- Post-secondary education in a discipline related to video production, marketing, or a related field.
- Minimum three years of experience filming and editing videos, photography and creating graphics with a proven track record of excellence.
- Minimum three years working with video and photo equipment and editing software.
- One – two years' experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO).
- Experience with measurement and evaluation of social media.
- Experience working within a non-profit organization or the government sector would prove useful.
- Professional designation in a communications, marketing or public relations related discipline would be considered an asset.

Skills and Abilities:

- Proficient computer skills, which include proficiency with Microsoft Office Suite, Adobe Creative Suite, web content management systems and presentation software for visual displays (such as digital signs);
- Demonstrated project management and organizational skills including the ability to prioritize assignments, meet deadlines and multi-task;
- Effective interpersonal and communication (written and oral) skills;
- Ability to work well independently, within a team environment, and collaborate with internal and external stakeholders with tact and diplomacy;
- Ability to apply sound judgment and to handle confidential materials;
- Proven ability to solve complex, non-routine problems; and understand and communicate complex technical concepts;
- Commitment to process improvement and to stay current with new technologies;
- Key characteristics include being discrete, adaptable, accepting of change, attentive to detail, quick to respond, consistent, professional, and personable.

Conditions of Employment:

- This position requires some travel within the province; a valid driver's license is required.
- Criminal record check required upon offer of employment.

APPLICATION

This position posting will remain open until filled, however those interested are encouraged to apply by September 11, 2019.

To apply, please submit your resume to humanresources@scsaonline.ca

For all position inquires please contact Heidi Tiller at 306-525-0175 ext 264 or humanresources@scsaonline.ca