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November 25, 2016

Attention: All Members
CUPE Local 873

Dear Members;

Re: Expression of Interest: Social Media Director

The Provincial Executive Committee is now inviting expression of interest from Union members to apply for the role of Social Media Director. This role will encompass both the Ambulance Paramedics of BC and the Emergency Dispatchers of BC.

Please see the enclosed information package which details the primary duties and prerequisites as well as information on the application process. The deadline for applications is Friday December 16, 2016.

Should you have any questions, please contact our office.

Sincerely,

Cameron Eby
Provincial Secretary Treasurer
Ambulance Paramedics and Emergency Dispatchers of BC
CUPE Local 873

Encl.

CE/sw/MoveUp

Expression of Interest: Social Media Director

Date Posted: November 25, 2016

Closing Date: December 16, 2016

Position: Social Media Director

Term : 2 Year Term, Ending January 31, 2019

CUPE 873 is seeking interested member applicants for the position of Social Media Director. This role is defined in bylaw 15.b15, and clarified below.

Primary Duties, Responsibilities and Critical Tasks:

The following are key operational duties, however, the position may not be limited to these functions. Working under the direction of the Provincial Executive Committee, the Social Media Director shall:

- Have access to post on and manage the Union's social media accounts, with an aim to engage audience daily
- Respond to, or forward inquires received through social media accounts
- Perform all duties in accordance with Union Policies on public communications and the principles outlined in the Union Strategic Plan
- Work closely with the Union's Communications Director, Public Education Committee and Union Website Administrator(s), to optimize the Union's social media presence
- Devise special social media campaigns and/or initiatives to drive follower interactions
- Perform other work at the direction of the Provincial Executive Committee and/or Board
- Participate in relevant training as approved by the Executive Committee or Board.

Prerequisites:

Applicants possessing the following qualifications and prerequisites will be given first consideration:

- Excellent written communication skills
- Advanced knowledge in the use of various social media platforms, for the purposes of marketing and target audience outreach
- Excellent general computer skills
- Experience with digital graphic design
- Ability to maintain confidentiality and security practices required by the position.

General Information:

This position is defined in the CUPE 873 Bylaws, article 15.b15. Compensation for work done will be provided via union shift coverage, as deemed necessary by the Provincial Executive Committee.

How to Apply:

If you are interested in this opportunity and becoming part of the CUPE 873 team, please send your resume, including cover letter, by email to: applications@apbc.ca, **by end of day December 16, 2016.**

We thank all applicants for their interest. Please note, only those shortlisted will be contacted for an interview.