

Communications and education officer

The Alberta Motor Vehicle Industry Council (AMVIC) is Alberta's automotive industry regulator. AMVIC is a public agency accountable to the Minister of Service Alberta and Red Tape Reduction and the Government of Alberta. AMVIC protects consumers and industry from unfair practices in the automotive business industry. Consumer protection and a fair marketplace are achieved through an AMVIC-managed mandatory licensing program for automotive businesses and a registration program for automotive business salespeople, educating industry on regulatory compliance, informing consumers of their rights and enforcing consumer protection laws as set out by the Consumer *Protection Act*.

AMVIC has an immediate opening for a communications and education officer position in our Edmonton office. The successful candidate will be a self-motivated individual who enjoys working in a fast paced environment.

The ideal candidate will be a team player who can communicate with diverse audiences, utilizing targeted, timely and meaningful messages and writing styles. This position provides communication support to all departments and team members as required.

Responsibilities

- Understanding salesperson registration and business licence requirements as defined in the *Consumer Protection Act*, Automotive Business Regulation, and AMVIC policies.
- Lead on development of website content including, writing, editing, posting and maintenance for all departments.
- Responsible for document upkeep on Wordpress website.
- Monitor media daily and distribute media scan for mentions of AMVIC, Service Alberta and Red Tape Reduction and anything related to the automotive industry or the public sector that could relate to AMVIC, or affect AMVIC now or in the near future, and prepare a daily media scan.
- Monitor Legislative Assembly documents and records, particularly when the House is in session to report if AMVIC is mentioned or if something can affect AMVIC.
- Coordinate development of web-based courses working with internal subject matter experts and external developers to meet project deadlines.
- Ensure web-based course registration and delivery is functioning correctly and troubleshoot user and technological issues when necessary.
- Twice daily manual grading of salesperson registration applicants' final course grades.
- Review applicant's file to determine if a refund is appropriate when requested.
- Work with business analyst to find solutions for any problems with the courses and class registrants.
- Internal trainer primarily for education courses and processes.
- Coordinate the distribution of the bulletins and Impact newsletter using Wordpress and Mailchimp.
- Develop social media posts (produce on a monthly basis) on AMVIC-related and automotive industry topics for X (formerly Twitter), Facebook followers and Instagram.
- AMVIC will post once per day (Facebook and X accounts) as per schedule.
- Ensure posts are relevant to consumer and industry topics, basing posts on recent consumer bulletins, industry bulletins, the annual report, news releases and Impact.
- Schedule daily posts for both X and Facebook, using Buffer, at a high traffic time.

- Monitor social media sites, including Facebook, X and Instagram for AMVIC-related responses and/or questions, develop responses using these opportunities to further AMVIC information and post appropriately (private or public).
- Manage online discussion forums and web inquiries from the public.
- Ensure relevant inquiries are forwarded to appropriate departments for follow-up.
- Assist in planning trade shows and special events where AMVIC's participation can benefit consumers.
- Activities include but are not limited to working with organizers for booth space and requirements, ordering and tracking supplies and promotional materials, managing volunteers through scheduling, hosting meetings and coordination of duties, on-site set-up, event attendance and participation and tear-down.
- Attend events, including industry conferences and trade shows, representing AMVIC in a professional and appropriate manner.
- Assist in the organization and coordination of all external public events.
- Represent AMVIC at appropriate trade shows.
- Maintain positive working relationships with all team members.
- Collaborate with communications and education manager on special projects as required.
- Prepare correspondence, reports, proposals, media, press releases and other documents as requested.
- Develop and update consumer guides.
- Oversee translation of consumer guides from development to production.
- Purchase public relations products within budget as needed.
- Review AMVIC legal and enforcement documents for adherence to the AMVIC Style Guide and for flow and comprehension.
- Train new AMVIC staff on the AMVIC Style Guide.
- Redact sensitive and personal information from documents (primarily enforcement and legal) prior to posting on AMVIC website.
- Other duties as assigned.

Knowledge and skills

- Have a keen eye and ability to understand applicable legislation and regulations.
- Ability to perform communication related duties with deliberate speed and accuracy independently.
- Knowledge of federal, provincial and municipal government services.
- Working knowledge of Microsoft Office software products and Adobe Acrobat.
- Working knowledge of Wordpress, Google Analytics, MailChimp, X, Instagram and Facebook.
- Knowledge in Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.). Graphic and website design experience would be an asset.
- Strong working knowledge of The Canadian Press Stylebook.
- Strong planning, organizational, project management, written and verbal communication skills with the ability to work under time restraints and adapt to changing job priorities.
- High level of attention to detail and accuracy.
- Display a high level of integrity and confidentiality.
- Ability to manage demanding and stressful situations.
- Ability to adhere to tight deadlines.
- Ability to prioritize and organize multiple and varied duties with minimal direction.
- Ability to learn quickly, including establishing a good working knowledge of relevant legislation, in particular Alberta's *Consumer Protection Act* and regulations and the *Access to Information Act* (ATIA) and the *Protection of Privacy Act* (POPA).

- Strong verbal and written communication skills, including being an approachable team member.
- Previous project management skills would be an asset.
- Critical thinking and problem solving skills with a proven ability to make sound decisions.
- Strong interpersonal and organizational skills.
- Ability to act independently within established policy guidelines.
- Proficient English language skills and ability to effectively use plain language to communicate applicable legislation.

Qualifications

- Successful completion of post-secondary diploma or degree in communications, journalism, media or public relations; or with a combination of education and at least two years of related work experience.
- The successful candidate may be required to successfully undergo a criminal record check.

AMVIC offers:

- Competitive compensation.
- Group health benefits (life insurance, health, dental, vision, long term disability).
- Group RRSP.
- Career growth potential.

For more information about AMVIC please visit our website at amvic.org.

Please email your resume with a cover letter explaining why you are the right candidate for this career opportunity and include your salary expectations. We wish to express our appreciation to all applicants for their interest and effort in applying for this position. However, only candidates selected for an interview will be contacted.