



## **Job Opportunity:**

### **BTA Manager of Media and Public Relations:**

The Building Trades of Alberta is seeking an experienced, motivated and self-organized Brother or Sister that would like to contribute to our future growth and success. Effective public relations are critical to ensure we are communicating our brand and messaging consistently to our stakeholders through the various media outlets. Additional responsibilities in the areas of research, workforce development, and governmental affairs will round out this unique position. If you believe you have the motivation to take on this ambitious and challenging opportunity you are encouraged to apply and seek an interview. The details of this position are outlined below:

### **Social Media:**

Manage and oversee ongoing social media campaigns and communications utilizing the BTA website, Facebook, Twitter and YouTube properties along with any other applicable media outlets.

- Build and manage communication plans to inform and connect with our followers on current events.
- Create and post content in a consistent and timely manner
- Monitor and respond to comments and conversations ensuring best practices are implemented.
- Track key metrics on a regular basis, and provide reports
- Stay current on trends in social and digital media and prepare reports on findings
- Recommend content themes, ideas and strategies to create buzz and build both base and return visitors.
- Manage a content calendar to share with industry and ensure all necessary supports are in place to promote major events
- Align support with other various marketing initiatives

### **Workforce Development:**

BTA Liaison with industry stakeholders on various workforce development initiatives. Participate in promotional recruiting and public awareness events that advance the BTA brand of being "Alberta's #1 Resource for Skilled Trades Jobs". Provide support and advocate for BTA initiatives such as:

- Tradewinds to Success
- Helmets to Hardhats
- Women of the Building Trades

### **Public and Government Affairs:**

- Strategic engagement and relationship development with various Federal, Provincial and Municipal government agencies and departments that directly influence policy matters related to building trades affairs
- Provide support for government affairs activities, including but not limited to presentation development, creation of briefing materials on policy issues of importance, development of policy messages, review and analysis of reports and relevant studies.
- Provide strategic engagement with the aboriginal community and related government agencies to promote BTA aboriginal relationships and career opportunities for youth in the skilled trades.

### **Research and Data Management:**

- Various data collection projects that support visions, goals and expectation of the BTA leadership and strategic plans.
- Manage various issues arising that require investigation and validation/fact confirmation.

### **Overall Experience:**

- A blended combination of trades related experience and practical hands on social media experience are required for this position
- Excellent written and verbal communication skills
- Advanced knowledge of social media platforms, and best practices
- Strong organizational and interpersonal skills are imperative for this role
- Ability to manage projects and meet deadlines with great attention to detail
- Easily adapt to changing priorities, and work well in a complex, high pressure, fast paced environment.

**If you are interested in this career opportunity please apply directly to:  
Warren Fraleigh, Executive Director, Building Trades Alberta.**

**Applications will be accepted via email only to [wfraleigh@bta.ca](mailto:wfraleigh@bta.ca) and should include a cover letter and resume outlining your relevant experience and why you are interested in this position.**

**Deadline for applications is April 24, 2015.**

**All applications will be considered confidential and the BTA reserves the right to contact only those applicants that meet the criteria outlined.**