

Job Posting Example and Application Breakdown

Communications Assistant – 165784

Ministry of Reconciliation, (MR) Communications Branch

Application deadline: August 15, 2021
Start Date: September 5, 2021
Position Type: Full Time, 16 Weeks
Salary/Wage: 19⁷⁵/hour, 35 hours per week
Location: Victoria, BC

Overview of employer:

The communications branch supports the work of the MR by ensuring that ministry staff are kept up to date on emerging issues and the public is kept informed on the ministry's workings and missions. Accessible and accountable communications is essential to any governmental department's internal work and service to the public. You will collaborate with a diverse team of communications specialists in a fast-paced, inclusive, and initiative-driven environment to facilitate the open and transparent flow of information.

Responsibilities include:

- Produce and distribute the 'Office Rounds' internal newsletter.
- Media monitoring (generating memos on question periods, breaking news, and emerging current issues).
- Create social media content and campaign/outreach materials (e.g. Indigenous Peoples Day, Orange Shirt Day).
- Create factsheets summarizing ministry projects and reports.
- Perform administrative tasks, such as scheduling meetings and recording the minutes for internal distribution.

Write your resume and cover letter to be specific to the job posting, the employer, and their expectations. This info sheet breaks down points to consider and options to explore while applying for co-op jobs.

Ensure other obligations can be accommodated or placed on pause during the work term.

If the pay rate or location presents a barrier to you, ask your co-op advisor if wage top-ups or travel bursaries are available to you.

Some employers might briefly introduce their core missions, values, and workplace cultures. Does the working environment appeal to you?

In your cover letter, you might choose to connect your career ambitions and personal interests to how the employer describes their goals. Take a look at the hiring organization's webpages to better assess and demonstrate the compatibility of employer's interests with your own.

Your job application should show that you are the best person to perform these tasks. In addition to thinking about what skills and talents you would bring to the job, consider what experiences and opportunities the employer offers you. How would this job challenge you? Are you eager to learn these new skills?

Consider tailoring your resume to highlight previous and related experiences with these specific responsibilities. Be clear and upfront. Don't make the employer search for information relevant to these specific job skills.

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Qualifications:

- Two-years training in communications, English, public administration, political science, marketing, or related field.
- Experience preparing texts and visuals for publication.
- Ability to communicate effectively, orally and in writing.
- Experience multi-tasking and meeting tight deadlines.
- Demonstrated ability to work collaboratively and follow through with independent initiatives.
- General knowledge of Indigenous histories, cultures, and current events in British Columbia.

Your application should demonstrate that you meet the job requirements. Job seekers may feel dissuaded from applying if they're missing a few qualifications, but these applications can still be highly competitive if the candidate exhibits strengths elsewhere and shows motivation and ability to learn on the job.

Use your cover letter to direct attention to how and when you've met these qualifications. Be direct and concise, providing just enough information to persuade the employer to want to know more about you and your accomplishments. Save more elaborate stories and details for an interview.

Focus on demonstrating your qualifications, but make your application stand out by demonstrating how you meet these additional criteria. Provide examples of when or how you put these skills to practice—show rather than tell.

Consider providing references for people who can speak to your experiences and talents that are most relevant to these candidate qualifications and assets.

Assets:

- Experience working with Indigenous Nations, communities, or organizations.
- Demonstrated ability and drive to build professional and friendly relationships with all colleagues.
- General knowledge of public relations strategies.

Finalize your hard work by checking for typos, wordiness, and clarity. Ask a friend or mentor to provide a second opinion. Carefully follow the application instructions.

Application Requirements:

Please email your cover letter and resume as one PDF file to MRCComms@gov.bc.ca. Include "Application: Communications Assistant – 165784" in the subject line.

Some employers have implemented limited or preferential hiring practices to address employment disparities for women, disabled, minority and/or Indigenous applicants. Disclosing your identity and making use of these special hiring programs is voluntary.

Priority will be given to Indigenous applicants. Please self-identify in your cover letter

When possible, address your cover letter to a specific person. Ensure that your own contact information is included somewhere in your application package.

Contact Information:

Ms. Adele Milleneuve
Departmental Manager
Communications Branch
Ministry of Reconciliation
Victoria, BC