

Job Posting

Position: Communication Lead

Hours: 8:30 AM – 4:30 PM

Salary: \$73,000 (CUPE 374 Union Position)

Location: Victoria, BC (currently working from home with 1-2 days per week in downtown office)

Closing date: October 28, 2022

As the Communications Lead, you play an important role in providing strategic communications leadership for BC Healthy Communities and implementation guidance on a day-to-day level. This position is a part of the management team, and you work closely with the Executive Director to inform and support the strategic direction of the organization. You also work with the program delivery team, providing strategy links for deliverables, as well as content mentorship and support for team members' learning. Finally, you provide brand leadership, leading the ongoing development of the brand in lockstep with the organization's development, and ensuring the brand is reflected in all aspects of our work.

You are ultimately responsible for conveying BCHC's internal and external communications. You supervise communications support staff, oversee related contractors, and make critical links to our research and evaluation and delivery team.

About Us

BC Healthy Communities (BCHC) is a province-wide not-for-profit organization that facilitates the ongoing development of healthy, thriving, and resilient communities. We provide a range of services, programs, events, and resources to support local and indigenous governments, regional health authorities, schools and multi-sectoral groups to collaborate around a shared vision for a common purpose.

- We foster and model principles, processes, and practices of community development, emphasizing the value of listening, learning, respect and active engagement
- We honour the strengths and experiences of each community, while offering support for capacity building
- We promote inclusion of a broad range of people and perspectives
- We take a big picture, whole systems approach, identifying roots of issues and looking for ways to leverage change
- We support connections, collaboration, and human development at multiple levels: individuals, organizations, sectors and communities.

Our Commitment to You

BC Healthy Communities offers a progressive workplace culture that encourages leadership and learning. The benefits of working at BCHC include:

- Opportunities for professional development to improve your existing knowledge and passion for healthy communities
- Remote work (currently a work from home/work from office hybrid)
- 6% vacation your first year
- Paid health days

At BCHC we value diversity, and we foster a workplace in which individual differences are recognized, appreciated, respected, and responded to in ways that fully develop and utilize each person's talents and strengths. We encourage applications from those who may not strictly meet the specific qualifications listed below, but whose unique experience, abilities and perspectives would still make them a strong candidate for the position, particularly those who understand the importance of equity from the perspective of lived experience. We will take into consideration any accommodation measures required to enable candidates to be assessed in a fair and equitable manner.

Position Links:

- Works as part of the management team and closely with Executive Director on developing and implementing strategic plans;
- With the management team, plays a key role in planning and executing organizational development, including business development and strategy
- Works with communications staff and contractors to implement communications tactics;
- Works collaboratively with entire team to learn from and make linkages to our work across the province;
- Provides guidance and supports overall communications from a strategic) level within program/project deliverables and for BCHC overall; and
- Supports Executive Director in any communications for Board and Funder purposes and other (ie such as internal communications).

DUTIES AND RESPONSIBILITIES

Strategy Development and Implementation

- Play a key role in the development and implementation of our organizational strategies, including communications, marketing and business development strategies for programs, projects and BCHC as a whole;
- Provide brand guidance for the organization;
- Provide overall design expertise and communications oversight and advice on the development of creative ideas for promotion and outreach.

Management

- Provide day-to-day-supervision of communications staff and oversee related communications contractors and service providers;
- Provide general content oversight, guidance and mentorship to other BCHC Staff, linking organizational strategies to programs, projects and evaluation frameworks to both increase and amplify BCHC's overall effectiveness;
- Prepare and manage all communication/marketing aspects of budgets; and
- Oversee the transition to a distributed communications model and provide mentorship and training to staff in media relations, blogging, public speaking, social media, photography, etc in order to facilitate this transition.

Media Relations/Social Media/ Website Management

- Coordinate and contribute to the development of content pertaining to projects and events, outreach and awareness opportunities, resources;
- Contribute strategic advice on design concepts and overall reformulation of websites and other online properties; and
- Coordinate ongoing enhancements to websites, databases and other communications tools.

Community Engagement

- Engage with funders, partners and stakeholders where applicable and oversee promotional activities, , ensuring alignment with partner requirements and organizational strategy; and
- Respond to community requests for profiling events, information, communications guidance, logos, metrics, etc.

Writing/Editing

- Write, edit and ensure quality control, healthy communities framing and brand consistency of communications pieces (i.e. press releases, newsletter articles, website content etc.); and
- Oversee dissemination of regular online newsletters

Multi-media

- Oversee design of communication materials by staff and contractors to ensure brand consistency; and
- Oversee development of templates for staff use such as report templates, proposal templates, Powerpoint presentations, etc; and provide guidance to staff and associates on how to use them.

Program Delivery

- Develop communications-related curriculum content for internal and external audiences, including workshops, webinars, speeches and presentations where applicable/opportunity;



- Provide communications-related supports to partners/stakeholders as related to program deliverables and development strategies (ie health authorities and local governments through PlanH); and
- Deliver program content to internal as well as external audiences across the province where applicable.

Other

- Participate in and provide feedback to the overall organizational development of BCHC, including participation in staff meetings, organizational planning sessions and organizational evaluation.

About You

You are a strategic and creative thinker, highly organized, and have an eye for detail. You are able to respond quickly to requests and problems and are keen to participate and learn in our collaborative work environment.

Required Knowledge, Experience, Skills, and Abilities

- Masters preferred or bachelor's degree in a communications field and 7-10 years of experience leading communications projects;
- Strategic communications planning experience and extensive experience in development of tactics;
- Experience/knowledge working in community development, health promotion, community services, local government, non-profit organizations;
- Understanding of local governments and/or health authorities an asset;
- Ability to understand and navigate political sensitivities and changing political climates;
- Creative thinker, able to easily articulate concepts and communicate effectively, can decipher jargon;
- Works well in a collaborative team setting;
- Creative, curious, problem-solving, and collaborative attitude and working style;
- Demonstrated time management, prioritization and decision-making ability;
- Good listener, excellent interpersonal and oral communication skills;
- Professional level skills and experience in design publishing and layout (Photoshop, InDesign, Illustrator);
- Experience with managing online communications such as blogs, websites, social media; and
- Excellent writing and editing skills with strong attention to detail.

COMPETENCIES REQUIRED FOR THIS POSITION

<ul style="list-style-type: none">• Analytical Thinking• Accountability & Dependability• Collaboration• Creative & Innovative Thinking• Planning, Organizing and Coordinating• Strategic Thinking• Conceptual Thinking	<ul style="list-style-type: none">• Interpersonal Skills, Relations and Respect• Teamwork Skills• Effective Communication Skills• Fostering Trust• Responsibility• Problem Solving• Relationship Building/Partnership Development
--	---

How to Apply

Please submit a cover letter and resume through <https://bchc.applytojobs.ca/communication/16769>

If there are any issues with this process, please submit your application to: *People & Culture Specialist, Gurmeet Sall* at gurmeet@bchealthycommunities.ca