

Communications Manager Vancouver, BC

About Us

The Immigrant Employment Council of BC is a dynamic not-for-profit that helps BC employers recognize the collective value immigrants bring to the workforce, positively impacting our society and economy. As a growing organization, our programs break down barriers that keep BC businesses from making full use of the diverse skills and experience immigrants bring.

We help immigrants build a new life in Canada by creating pathways to employment and community engagement. If you want to join an innovative and purpose-driven team that is building a prosperous and inclusive future for British Columbia, apply to join the Immigrant Employment Council of BC.

About the Role

The **Communications Manager** reports to the CEO and works closely with Senior Managers to build awareness of IEC-BC and its programs through communications activities, the development of employer and stakeholder engagement strategies, research and analysis. This role serves as a key driver in building relationships with critical partners, including government, academia, and others in the settlement sector.

Reports to: CEO and Senior Management.

Salary: \$60,000 to \$65,000

Scope of Responsibilities

External Relations/Communications/Marketing

- Implement communications and/or marketing strategies and plans.
- Develop project plans, timelines and budgets for each project assigned.
- Develop, update and manage a wide variety of communications materials including news releases, presentations, fact sheets, web copy, etc.
- Prepare proactive media campaigns and responses.
- Proofread and copy-edit most communications and marketing materials.
- Manage the research, development, production and updating of communications tools in print, web, radio, TV and social media.
- Recommend new tools that should be adopted by IEC-BC to maximize efficiency and effectiveness.
- Write press releases and provide communications support to Sr. Executives.

- Develop organizational and program marketing strategies including direct public relations campaigns.

Website/Social Media

- Ensure website content is relevant, timely and accurate.
- Manage all content updates including copy, photos and videos.
- Develop and implement a social media plan that ensures the consistent messaging and presence of IEC-BC on key social media networks such as Twitter, LinkedIn, etc.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that promotes employer and stakeholder engagement.
- Resourcefully develop and implement an effective communications strategy inclusive of improving IEC-BC's social media presence, brand recognition, media opportunities and follower engagement.

Other

- In collaboration with program staff, manage the planning, theme and execution of IEC-BC events.
- Negotiate pricing with external communications-related suppliers and vendors.

About You: Required Education, Experience and Skills:

- University or College graduate in communications, public relations, or related work experience.
- 5+ years' experience in communications field demonstrating career progression.
- Experience researching, writing, proofing and editing a variety of documents including newsletters, reports, website content, etc.
- Experience using a variety of social media tools effectively.
- Experience developing a wide range of communications tools.
- Experience in non-profit sector an asset.
- Experience working with a range of stakeholders.
- Experience working in a small team setting an asset.
- Ability to interpret data into meaningful and compelling storylines.
- A self-starter who can listen well to the needs of those around them and understands government policy and program procedures.
- Strong writer who can strike at the heart of what matters to the intended audience while keeping IEC-BC's priorities at the Centre of the work.
- Excellent written and oral communication skills.
- Strong attention to detail.
- Proficient with Microsoft computer applications, including Word, Excel, PowerPoint, and Outlook; able to utilize contact management databases.
- Able to meet timelines and work within budgets.
- Able to work within and across a wide range of cultural and community contexts.

Personal Characteristics

- *Customer Service Orientation:* "Client first" and "Do what it takes" approach to providing service and support to internal and external stakeholders.

- *Flexibility:* Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing workforce environment while maintaining effectiveness and efficiency.
- *Communicates Effectively:* Speaks, listens and writes in a clear, thorough and timely manner using appropriate and effective communication tools and techniques. Possesses good presentation skills and active listening skills. Effectively accesses and uses information to inform, influence and persuade others.
- *Teamwork / Building and Maintaining Relationships:* Works cooperatively/collaboratively and effectively with others to set goals, resolve problems and make decisions. Is able to work with individuals from a wide variety of cultures and perspectives. Establishes and maintains positive working relationships with both internal and external clients to achieve organizational and project goals, possesses the ability to manage upwards.
- *Organizational Skills:* Sets priorities, develops a work schedule and meets deadlines.
- *Problem Solving and Analysis:* Assesses challenges to identify causes, gathers and processes relevant information, generates possible solutions, and makes recommendations and/or resolves problems.
- *Bias for Action/Results Orientation:* Uses a proactive approach to take action and focus on achieving desired outcomes.
- *Energy:* Demonstrates high levels of energy and passion for the role.

How to Apply

If you're an individual who thrives in a fast-paced, challenging work environment and have an interest on making an impact on diversity and inclusion in the workplace, this could be the position for you. Submit your covering letter and resume to kgibson@catchyconsulting.com. Ensure that you quote "**Communications Manager - First & Last Name**" in the heading. Please note, applicants *must be legally entitled* to work in Canada.

We kindly ask for no phone calls. Due to the high number of applications we receive, only candidates who are selected for an interview will be contacted. We thank all applicants for their interest in the Immigrant Employment Council of BC.

IEC-BC is growing! We're also looking to fill positions for Employer Learning Specialist, Employer Relations Officer & Coordinator, Program Delivery.