

Bring your energy and passion to BCWF

We are looking for our next Communications Coordinator. We want an innovative, energetic and reliable communicator who can support our communication requirements for our stakeholders - internal, external, local, provincial.

In this role you have your finger on the heartbeat of the organization and play a critical role in showcasing our members and conservation efforts.

Our team is small yet agile. We are able to make decisions quickly, allowing you to make a difference.

Communications Coordinator

Job Purpose

The Communications Coordinator will create and implement an annual communications plan to deliver a results-oriented communication strategy to support the position of the BCWF. In addition, they will be responsible for all communication pieces including social media and website communication to members, donors and those interested in learning more about the mandate of the BCWF.

Core Responsibilities

Communications Planning and Responsibilities

- Create, implement and evaluate communications strategies and plans that align with the organization's strategic plan and its key stakeholders.
- Manage the full content of our website, social media, and print publications, and develop intriguing content relevant to the organization.
- Create goals and set measurable objectives to increase the public's awareness and profile of the BCWF objectives.
- Represent the BCWF voice and position in print, digital and social media with excellent writing and proofreading skills targeted to different audiences.
- Plan media launches and act as or work with designated spokesperson and coordinate interviews for media.

- Proactively seek media coverage for newsworthy initiatives. Develop press releases, fact sheets and backgrounders. Plan media launches; act as, or work with, designated spokesperson and coordinate interviews for print, TV and radio. Develop media relationships and manage/maintain the media contact database.
- Provide creative direction for media assets, photography and video.
- Be an active member of the emergency response communications team.
- Write speaking notes and develop presentations for Executives and Directors.
- Provide support for fundraising and donor activities and events.

Publications Management

- Participate in all levels of production of both print and electronic publications.
- Support the design and update of BCWF communication and promotion materials as needed.
- Interviewing members, stakeholders, donors and volunteers on their involvement, ideas and campaigns. Ensure consent forms are obtained.

Website and Social Media

- Maintain social approach for BCWF, utilizing all relevant forms of media, including; providing status updates on Twitter, Facebook, Instagram, LinkedIn and other social media sites with goals of increasing awareness, driving traffic to the BCWF website and increasing membership and donations.
- Create infographics for use on all forms of media

Departmental Support

- Provide communications support via planning, production and implementation of materials.
- Occasional evening and weekend work.

Competencies and Skills

Knowledge, Skills and Abilities:

- Experience in hands-on design and implementation of communications concepts and plans.
- Excellent writing, editing and oral communications skills.
- Excellent knowledge of website management.
- Excellent organizational and time management skills. You're able to meet tight deadlines, manage shifting priorities and juggle multiple projects and work well in a fast-paced environment.
- Issues Management: ability to execute crisis communications plans and manage media inquiries to protect reputation; ability to think and act under pressure.

- A strong team player, self-motivated, proactive, innovative and flexible.
- An ability to work independently and exercise good judgement. You can quickly process new and complex information and ask the right questions.
- Committed to collaborating with employees, members, volunteers, donors and the public.
- Proficient in Microsoft Office and Adobe Creative Suite.
- Knowledge, or willingness to learn Raiser's Edge and Meltwater
- Enthusiastic and versatile, willing to take on responsibility, demonstrate initiative and eager to learn and improve.

Education and Experience:

- Post-secondary education in Communications, Journalism, Business Administration and/or Marketing.
- Minimum of 3-5 years' hands-on experience in a deadline-driven environment.
- Experience in a non-profit organization or charity is an asset.

What you can expect in return

- BCWF lives by our mission of protecting, enhancing and promoting the wise use of the environment for the benefit of present and future generations.
- An open and collaborative workplace where you can have an immediate impact.
- Challenging work in a dynamic environment.
- Group Insurance. We are proud to provide our employees with a group benefit plan to ensure employees and their families have the coverage to lead happy and healthy lives.
- We are a dog friendly office signifying our comfort, openness and flexibility.
- We support continued learning.
- Staff enjoy discounts on all BCWF logo'd merchandise after we provide you with your first shirt and vest.

How to Apply

Send a current resume or CV, cover letter and salary expectations in a combined PDF file to BCWF Human Resources at jobs@bcwf.bc.ca

Please use subject line: Next Communications Coordinator Super Star

We kindly ask that applications be sent by email only - no fax, mail or phone calls please. Due to the high number of applications we receive, only applicants who are considered for an interview will be contacted. Thank you for your interest in this position.