

# Communications Manager, Healthy Watersheds Initiative

## The Role

---

The Communications Manager leads and implements the communications and engagement strategy for the [Healthy Watersheds Initiative](#) (HWI), a \$27-million economic stimulus program that's creating jobs and bringing communities together through 61 community driven watershed restoration and conservation projects. These projects are helping communities adapt to climate change, protect drinking water, restore critical habitat, and advance implementation of the Declaration on the Rights of Indigenous Peoples Act. The HWI is administered by the Real Estate Foundation of BC (REFBC), with program support and co-leadership from Watersheds BC.

This is a generalist role that includes communications planning, project and vendor management, content creation, and relationship-building.

### Employment terms:

- One year contract starting January 2022 (with possibility to extend)
- Salary range of \$65,000 to \$85,000 + benefits
- Office in Vancouver, BC
- Mix of remote and in-person work
- Occasional travel

### Relationships:

- Reports to Director Strategic Programs and Partnerships, REFBC
- Works closely with the Program Coordinator – Grants and Communications, REFBC (assigns some tasks, reviews work, collaborates on projects / activities).
- Collaborates with the HWI team, including the Director, Watersheds BC and other Watersheds BC team members on storytelling, program supports and planning, government relations, HWI project communications, events, and outreach.
- Connects with Chief Executive Officer, REFBC, as required (media relations, government relations, high-level strategy and issues) and may support some REFBC communications initiatives.
- Works with key advisors and partners such as the Indigenous Leaders Advisory Circle, BC MOECCS, and others to implement shared communications goals and objectives.

## About You

---

As a skilled communicator, you strengthen the capacity of REFBC and Watersheds BC staff members, Governors, and advisors to share stories about HWI-supported projects, and to amplify the outcomes and learning of grantees and partners.

You seek ways to authentically prioritize equity, diversity, and inclusion in our communications planning, engagement, and storytelling. You like to get people thinking, excited, and curious about the relationships between people, places, and stories we love. You honour and respect Indigenous knowledge, experiences and ways of knowing in our communications.

## Responsibilities

---

### Communications planning:

- Implements and builds on the communications plan for the Healthy Watersheds Initiative (audiences, high-level goals, strategies, comms activities, projects, measures).
- Measures the effectiveness of communications pieces, projects and reports to Director, Strategic Programs and Partnerships.
- Adjusts plan as required to address emerging needs, respond to changes in capacity, and match effort / spending to goals / results.

### Content strategy, branding:

- Leads content strategy for healthywatersheds.ca story platform, newsletter, and social accounts.
  - Seeks out story ideas (pitch meetings) and assigns stories to writers, photographers.
  - Works with Program Coordinator, other staff and contractors to develop compelling stories, edit copy, source interviews and photos, and design accompanying graphics and social posts.
  - Maintains content pipeline – scheduling posts, emails, and stories.
- Ensures that all communications materials (including key messages, stories, graphics, presentations, external documents, social posts, videos, newsletters, etc.) meet HWI brand and graphic standards.
- Develops templates, resources, and guidelines to support team members.
- Performs a final check on all external communications materials.
- Collaborates with team members to create resources for HWI grantees, promote webinars and events, produce reports and publications (as required), and coordinate video production.

### Digital communications:

- Maintains the healthywatersheds.ca website – writing copy, developing page content, optimizing for search traffic, tracking site performance.
- Manages HWI social media accounts – working with the Program Coordinator to repurpose web content, write and schedule posts, design graphics, purchase advertising, engage with HWI grantees, host live events.
- Works with the Program Coordinator to produce an HWI newsletter – write and design content, maintain email list, track campaign performance.

### Administration, vendor management:

- Prepares contracts and manages relationships with external content creators, including writers, designers, web developers, videographers, and other communications consultants.
- Tracks spending on communications activities, contracts, print materials, and advertising.

### Media, external relations:

- Leads on media relations – writes press releases, monitors mentions and trends, responds to media and information requests, prepares spokespeople for interviews, creates information packages, invites journalists to site tours and grantee events.
- Liaises with communications staff at the Province of BC to coordinate joint releases, share critical updates, plan site visits and engagement opportunities.
- Works with HWI team members and grantees to host site visits for elected officials, government staff. Other government relations support as required.
- Supports the planning and marketing of a peer learning symposium or similar events for HWI grantees.
- Hosts a communications working group to support sharing and learning amongst HWI grantee and partner communications staff.

## Qualifications

---

To be successful in this role, a strong candidate will bring:

- Strong work ethic, integrity, initiative, follow-through, and good judgment.
- Ability to build meaningful contacts and relationships with people from all walks of life.
- Understanding and knowledge of Indigenous Peoples and their cultures.
- Experience supporting or advancing the *United Nations Declaration on the Right of Indigenous Peoples* (“UNDRIP”) in your work and practices.
- Capacity to develop strategies, set priorities, and manage workplans for completing tasks in a timely and effective manner.
- Strong interpersonal skills, high degree of emotional intelligence, ability to consider and balance diverse viewpoints, and engage in shared decision making in a constructive, flexible, and positive manner.
- Excellent written and verbal communication skills.
- Experience demonstrating skills related to the areas summarized below:
  - Storytelling and content curation
  - Writing and editing for various formats
  - Graphic design, branding
  - Media and government relations
  - Providing direction and supervision to contractors and vendors
  - Proficiency with social media applications and analytics
  - Proficiency with software applications, including:  
MS Office 365, Wordpress.org, Adobe Creative Suite, Mailchimp, Salesforce, Monday.com
- A post-secondary degree or diploma in a relevant field (e.g. journalism, communications, public relations), or equivalent career experience.

## How to Apply

---

Submit a cover letter and resume (in a single PDF file) to [careers@refbc.com](mailto:careers@refbc.com) by Dec. 10, 2021. Please start the subject line with “APPLICATION – Communications Manager”.

The Real Estate Foundation of BC and Watersheds BC are committed to diversity, equity, and inclusion. We encourage applications from people who identify as Black, Indigenous, and people of colour, LGBTQ2S+, persons with disabilities, women, and/or ethnic, religious, or linguistic minorities.

We thank all applicants for their interest in the position, however, only those who are selected for interview will be contacted. Thank you.