



Job Description

Communications Officer (CO)

Purpose

The CO reports to the Manager of Program Development and provides a range of communications services that contribute to the achievement of the Foundation's vision as well as its mandate to invest in projects that maintain and enhance the health and biological diversity of British Columbia's fish, wildlife and their habitats so that people can use, enjoy, and benefit from these resources. At the overall direction of the Manager of Program Development, the Communications Officer designs and implements the Foundation's Communications Plan, strategies and tactics in support of the HCTF Strategic Plan.

Accountabilities

Contributes to the promotion of habitat conservation

- Provides input to the management team during the preparation of strategic and operational plans to enhance habitat conservation within British Columbia;
- Provides input respecting the management and refinement of processes for the communications business lines to support successful implementation of the Foundation's mandate; and
- Maintains familiarity with the habitat conservation efforts of the Foundation.

Leads development of communications strategy and supporting elements

- Works collaboratively with the HCTF Communications Committee, Foundation staff and Board members to develop and implement the communications strategy to broaden the impact of the Foundation's programs;
- Develops and refines HCTF's communications messaging and ensures consistency across business areas;
- Plans, writes, edits, designs and publishes a variety of print and digital communications products to support the Foundation in achieving its goals;
- Coordinates media relations, including development of press releases, backgrounders, and fact sheets, as well as collecting and analyzing media coverage;
- Identifies and vets communications opportunities;
- Maintains/updates, and assists in the design of, the HCTF website;
- Develops and implements a social media strategy;
- Collaborates with grant recipients on increasing awareness of their projects and HCTF;
- Participates in the planning and delivery of HCTF speaking engagements and events (including trade shows and conferences to increase HCTF's profile and improve community and stakeholder relations);
- Develops indices and metrics to measure success of activities in achieving communications outcomes;



- Reports on marketing activities and metrics to the HCTF Board of Directors.
- Develops and manages contracts to assist with the delivery of communication initiatives, including monitoring and evaluating results to certify for payment.
- Daily activities are conducted with a high degree of independence. The Manager of Program Development is advised and consulted on matters of extreme urgency, sensitivity, or controversy. When functioning as project leader, the CO determines their own priorities, deadlines and objectives.

Develops relationships

- Builds and maintains effective working relationships with media, communications specialists, proponents, funding recipients, shareholders, stakeholders, other non-profit organizations, and government representatives essential to the Foundation's mandate.

Contributes to the Foundation team

- Supports a culture that reflects Foundation values of exceptional performance, continuous improvement, and ongoing learning and development;
- Contributes to open and effective communication links between staff and the management team; and
- Supports a healthy and safe working environment.

Dimensions

- Works with the Manager of Program Development and Board Communications Committee to design annual budget; responsible for oversight of expenditures, including communications contractors as needed.



Qualifications

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A diploma in a field related to the responsibilities of this position such as Communications and Marketing or, for persons without the forgoing, an equivalent combination of education, training and experience.

This job requires experience as well as demonstrated success in:

- Communications and marketing
- Preparing reports and presentations;
- Writing/editing/layout of digital and printed communications products tailored for specific audiences; and
- Familiarity with website design, maintenance and upkeep of content.

The successful candidate must have the ability to:

- Work efficiently and build effective relationships with others;
- Develop and implement operational and work plans in a timely and effective manner;
- Make modifications to business practices to improve the effectiveness of processes; and
- Make a contribution to habitat conservation within BC.

There is a preference that applicants have:

- Knowledge of fish, wildlife and habitat conservation in BC;
- Experience in a non-profit organization.