



Communications Coordinator

Term Position

Job Description: The Communications Coordinator is considered an entry-level position and is responsible for supporting the development and delivery of internal and external communications.

The position informs our members, stakeholders, and the media of BCCPA's programs and services by delivering on our communications plan.

The Communications Coordinator will support the overall communication activities of the BC Care Providers Association.

Position Status: Full Time – Term Position (November 1st 2016 to October 31st 2017 – subject to annual renewal)

Location: Burnaby – Metrotower I

Reporting Structure: Reports directly to the VP, Communications & Stakeholder Relations

Principle Accountabilities:

Media Relations:

- Implement proactive media relations, including providing advice relating to media/public issues to staff, and organize news conferences when required, to support BCCPA initiatives.
- Track media stories of significant interest to BC Seniors or those working in the long-term care sector.

Internal and External Communications:

- Implement internal and external communications strategies as assigned to communicate corporate and strategic information to targeted audiences; research, develop and coordinate publishing of website stories and content; liaise with our web developer and maintain accurate, up-to-date content, as well as initiate website improvements.
- Develop new content and manage social media presence on Twitter, LinkedIn, Facebook and other online communication tools.
- Develop print and electronic marketing materials such as invitations, posters, html links, brochures and flyers.
- Manage and regularly update stakeholder e-distribution databases

Communications Plans:

- Assist with the development of the annual communications plans, and help assess the effectiveness of it to determine whether objectives were met.

Writing and Editing Materials:

- Compile information and write a number of collateral materials including presentations, briefing notes, news releases, speeches, brochures, backgrounders, newsletters, profiles, bios, articles for publications and websites to support BCCPA objectives.
- Assist with the development of the CEO Report + other corporate materials

Communications Support and Advice:

- Provide advice and support to staff on communications strategies to ensure a consistent approach across the organization

Other duties as prescribed

Qualifications

Knowledge, Skills & Experience:

- Experience planning and implementing stakeholder, public and media relations strategies and programs.
- Ability to draft news features, releases, brochures, publications, issue updates, briefings notes, speeches and presentations.
- Ability to respond to media inquiries.
- Experience with and understanding of social media.
- Ability to quickly establish priorities and meet deadlines.
- Superior writing, editing and computer skills.
- Excellent interpersonal and relationship building skills.
- Ability to respond to issues and enquiries in a timely and professional manner.
- Ability to identify potential stakeholder/public concerns.

Requires a degree in communications, public relations, journalism or a related discipline or equivalent work related experience

Please submit your resume and cover letter to info@bccare.ca by 5pm on October 17th.