



Communications Officer

Contract Position – Through end of April 2014

Job Description: The Communications Officer 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 Officer will support the communication activities of both the BC Care Providers Association and the newly created SafeCare BC.

Position Status: Full Time – Through April 30, 2014 (contract position - subject to renewal)

Start Date: Immediate

Location: Vancouver

Reporting Structure: The Communications Officer reports directly to the CEO

Principle Accountabilities:

1. Media Relations:

The successful candidate will implement proactive media relations, including providing advice relating to media/public issues to staff, and organize news conferences when required, to support BCCPA and SafeCare BC initiatives.

Track media stories of significant interest to BC Seniors or those working in the long-term care sector.

2. 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 our social media presence on Twitter, LinkedIn, Facebook and other online communication tools.

3. Communications Plans:

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

4. 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 and SafeCare BC goals and objectives.

5. Corporate Event Management:

Support corporate communications events (such as the Care to Chat speaker series + Annual Conference), coordinates logistics and liaises with consultants, including representing the organization at events when required.

6. Communications Support and Advice:

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

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.

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To apply for the position, please send your resume, salary expectations and writing samples to dfontaine@bccare.ca.