

JOB DESCRIPTION



TITLE: Public Relations Coordinator
LOCATION: Victoria, BC
TERM: Temporary Part Time: 21 hours/week
WAGE: \$28-35 per hour

OVERVIEW

Who We Are

The Greater Victoria Coalition to End Homelessness (GVCEH/Coalition) was formed in 2008 with a mission to end homelessness in the capital region. The Coalition's activities centre around funding effectiveness, system effectiveness, inclusiveness, evidence-based reporting, and building capacity. As a "backbone" organization, the Coalition facilitates information sharing, relationship building, and strategic planning to ensure the collective efforts of stakeholders are making the greatest possible difference.

Who You Are

You seek meaningful work surrounded by people who are passionate about homelessness from a rights-based perspective. You are values-driven and outcome oriented, thriving in a collaborative environment in which diverse stakeholders work toward a common goal. You have strong organization and communication skills and move quickly from broad concepts to practical, actionable steps and clear deliverables. You see meaningful community engagement as essential to communications work, and you excel at verbal and written communication, social media and design.

Why Choose Us

- Growth Opportunities – We encourage ongoing professional development
- Employee Support – We are leaders in responsive employee support options, including for contract and part-time employees
- Flexible Work Schedule – We offer the option to work remotely or to vary your work schedule when needed
- Collaborative and Inclusive Work Environment – We work together
- Great Location – We are in downtown Victoria and work across the region

JOB SUMMARY

Public Relations Coordinator

This position supports the work of the Greater Victoria Coalition to End Homelessness and reports to the Executive Director. This position is responsible for the external communications and risk management aspect of the work of the GVCEH. This means working with stakeholders (funders, partners, members, interested parties and the community as a whole) to end homelessness throughout the Capital Region. This position will co-develop and deliver external communications and issues management strategies through the development of media relations advice and leadership, tools, and materials. This role requires a flexible, self-directed individual who can develop a broad understanding of important issues and opportunities and communicate consistent messaging to promote the work of the GVCEH and to support

Public Relations Coordinator

community and public involvement in ending homelessness. This role requires an individual who can communicate clearly, understand the sensitivity of the issue of homelessness, demonstrate empathy and work with People with Lived and Living Experience to review and ground truth the 'communications'. The incumbent is able to write and develop communications that translate 'jargon' into plain English to maximize sector and public understanding of the issue of homelessness. This position presents an opportunity to work on high-profile initiatives and to share with the community how those initiatives will help end homelessness and create vibrant, inclusive communities for all.

External Communication and Media Relations:

- a. support the Executive Director and Coalition stakeholders with media relations strategies and tools
- b. support on speaking notes, drafting of press releases or other activities in support of Coalition activities involving media engagement
- c. develop materials specific to media relations as needed
- d. establish relationships with key editors and other contacts at major industry publications, newspapers, and blogs
- e. manage media relations for the GVCEH by anticipating issues of media, and ensuring balanced media coverage
- f. advise and support staff to develop appropriate communications tools and messages for their departments
- g. draft social media and blog posts consistent with the editorial calendar
- h. support the Communications Coordinator and the Community Engagement and Communications Working Group to develop and implement the initiatives identified in the Community Plan

Targeted Engagement:

- a. support a range of stakeholders to establish a strategy for targeted engagement and communication activities linked to advancing the messages of Coalition stakeholders and building community support for projects and initiatives.
 - i. identify opportunities for engagement and education
 - ii. develop materials to support engagement strategy

EDUCATION, TRAINING & EXPERIENCE

- Degree, diploma in communications or public relations, or an equivalent combination of experience, education and training.
- In-depth knowledge and understanding of the philosophy, theories and principles of professional communications, specifically in the public sector environment
- Experience with project coordination and/or project management in a related field such as housing, homelessness, and/or social programs.
- Working knowledge of the issue of homelessness as a wicked social problem with an understanding of the complexity and a sensitivity required in the communication of the issues and solutions
- Adept with Microsoft Office, Adobe Creative Cloud, In Design, WordPress. social media, and other tools for communication and collaboration.
- Experience with both academic and community-based research a valued asset.

COMPETENCIES

Must possess the following enabling competencies:

- Ability to **think critically**.
- Ability to understand core **interpersonal** practices and approaches to successfully facilitate, negotiate, and manage internal and external relationships.
- Ability to **communicate** through a balance of listening and talking; must speak and write clearly and accurately.
- Ability to **take initiative**, including to set achievable objectives; maintain a positive outlook; and take responsibility.
- Ability to understand how decisions affect the bottom line (**financial acumen**), including a familiarity with general financial and accounting principles and practices.

**Please submit your resume and cover letter via email to:
admin@victoriahomelessness.ca**