

JOB DESCRIPTION



TITLE: *Communications Coordinator*
LOCATION: Victoria, BC
TERM: Full Time
SALARY RANGE: \$40,000-\$50,000

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

Communications 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 communications 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 coordinate communications and community engagement projects and deliver communications in partnership with the other departments and staff of the GVCEH and relevant stakeholder tables. This role requires a flexible, self-directed individual who can communicate clearly,

understand the sensitivity of the issue of homelessness, demonstrate empathy and work with Persons with Lived Experience of Homelessness (PWLE) 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.

1. Communication: 50%

- a. Support the Community Engagement and Communications Working Group to develop and implement the initiatives identified in the Community Plan
- b. Develop and update the GVCEH website
- c. Design and support / oversee the development of communications products i.e.) Annual Report, Community Plan, Tool Kits and other products of the Coalition as identified
- d. Advise and support staff to develop appropriate communications tools/messages for their departments
- e. Co-create editorial calendar
- f. Draft social media and blog posts consistent with the editorial calendar,
- g. Draft group emails using Outlook, Constant Contact, (or other media as adopted)
- h. Design, save, and share appropriate graphics for print and online use using a variety of multi-media software and platforms
- i. Create and/or update, share, and collate responses to Coalition surveys via Survey Monkey
- j. Create, promote, and track Coalition events via Eventbrite
- k. Take photographs and record and develop videos for communications purposes
- l. Maintain and update website content (victoriahomelessness.ca)

2. Project Coordination: 30%

- a. Support the implementation of the Community Plan to End Homelessness Awareness and Advocacy outcomes
- b. Support the Community Engagement and Communications Working Group to implement community-based education and awareness projects/events
- c. Maintain contact lists, mini-minutes, and communication priorities for the System Improvement, Monitoring and Evaluation and Community Engagement and Communication Working Groups
- d. Maintain Coalition and partner calendar on victoriahomelessness.ca
- e. Assist with member engagement, including maintaining current member contact list, as requested

3. Operations and Administration: 20%

- a. Assist with research and drafting of project reports
- b. Report on the work of the Community Engagement and Communications Working Group.

EDUCATION, TRAINING & EXPERIENCE

- University degree in Community Development, Journalism, Communications, Humanities, or Social Sciences.
- Minimum one year work experience in the communications field.
- 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 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.

MINIMUM 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.