

JOB DESCRIPTION



greater victoria
coalition to end
homelessness
hope has found a home

TITLE: *Communications Specialist*

LOCATION: Victoria, BC

TERM: Full Time

WAGE: Salary: \$50,000.00 / annually with Health Benefits & Vacation

OVERVIEW

Who We Are

The Greater Victoria Coalition to End Homelessness (GVCEH) was formed in 2008 with a mission to help support an end to homelessness in the capital region. The GVCEH's activities centre around funding effectiveness, system effectiveness, inclusiveness, evidence-based reporting, and building capacity. As a backbone organization, the GVCEH facilitates information sharing, relationship building, and strategic planning to ensure the collective efforts of partners in the Region 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 person-centred perspective.
- You are values-driven and outcome oriented, thrive in a collaborative environment in which a diverse team works toward a common vision and mission.
- You have strong organization and communication skills and move quickly from broad concepts to practical, actionable steps and clear deliverables.
- You are comfortable in an environment with fluid deadlines and competing priorities where you, with minimal supervision, create the roadmap to accomplish your work.
- You see meaningful community engagement as essential to communications work, and you excel at verbal and written communications, easily navigating traditional and social media and graphic / multimedia design.

Why Us

- Growth Opportunities – We encourage and support ongoing formal and informal professional development.
- Employee Support – We are leaders in responsive employee support options for all those who work with us.
- Flexible Work Schedule – We offer the option to work remotely or to vary your work schedule, when needed / priorities allow.
- Collaborative and Inclusive Work Environment – We work together in a justice, equity, diversity and inclusion seeking culture.
- Great Location – We are currently located in downtown Victoria and work across the region.

JOB SUMMARY

Communications Specialist

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 tactical communications aspect of the work of the GVCEH. This means collaborating and supporting all our partners (funders, members, interested parties and the community as a whole) who work towards functional zero and to end homelessness throughout the Capital Region and beyond.

This position coordinates communications and community engagement projects and delivers communications in partnership with the other departments and staff of the GVCEH and relevant partner 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 people with lived and living experience of homelessness to review and ground truth in all our communications.

The incumbent can write and develop communications that translate jargon into plain language to maximize community-wide awareness about homelessness.

This position presents an opportunity to work on high-profile initiatives and to share with the community how those initiatives create vibrant and inclusive communities.

- 1. Communication: 50%**
 - a. Assist the Executive Director with the development of the strategic communications plan and develop a tactical / action plan in collaboration with the team;
 - b. support the Community Engagement and Communications Working Group to develop and implement the initiatives identified in the different plans;
 - c. develop and update the GVCEH website as a communication tool;
 - d. design and support / oversee the development of communications products such as: Annual Report, Community Plan, Tool Kits and other products of the GVCEH, as identified / required;
 - e. advise and support staff to develop appropriate communications tools/messages for their departments;
 - f. co-create an editorial calendar;
 - g. draft press releases, op-eds, social media and blog posts consistent with the editorial calendar as well as with arising needs;
 - h. draft group emails using Outlook, Constant Contact, (or other media as adopted);
 - i. design, save, and share appropriate graphics for print and online use using the Adobe Creative Cloud suite of software;
 - j. create and/or update, share, and collate responses to GVCEH surveys via Survey Monkey or other platforms;
 - k. create, promote, and track GVCEH events via appropriate platforms;
 - l. take photographs and record video for use in print documents and online;
 - m. direct media requests and draft speaking points

2. **Project Coordination: 30%**
 - a. Support the Community Engagement and Communications Working Group to implement community-based education and awareness projects/events;
 - b. maintain contact lists, minutes, and communication priorities Community Engagement and Communication Working Groups;
 - c. maintain GVCEH and partner calendar on victoriamhomelessness.ca;
 - d. assist with member engagement, including maintaining current member contact list, as requested;
 - e. propose and develop relevant activities that are mission specific.

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 Communications or related discipline
- 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 societal / systemic issue 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 multimedia 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.