



Inclusion BC

Communications Manager

Role Overview

Reporting to the Executive Director, the Communications Manager is responsible for supporting Inclusion BC's mission and vision through developing, planning and implementing strategies that support the strategic plan and is consistent with our key messages. The Communications Manager aims to have Inclusion BC viewed as the primary source, disseminator, and conduit of information on issues relating to people with intellectual disabilities in B.C.

The Communications Manager works closely with the Executive Director and the Senior Leadership team within the organization as the communications partner on a variety of strategic initiatives.

Specific Accountability

Strategic Administration and Organizational Planning

- Manage communications strategies for Inclusion BC in collaboration with the Executive Director
- In collaboration with Program Directors, provide advice and help implement communications strategies for Inclusion BC programs

Implementation – print and online communications

- Manage content on website, social media, press releases, reports, etc.
- Manage relationships with associated vendors
- Lead the generation of online content that engages audience segments and leads to measurable action
- Create or oversee creation of all print and multimedia materials, based on the marketing and communications plan
- Coordinate website security in partnership with Director of Finance & Operations.

Media Relations

- Serves as lead point person on media interactions that help promote and/or impact the organization. When not available, default to Executive Director.
- Identifies significant media and public policy issues that can be leveraged to support Inclusion BC's work, and create and implement plans to exploit them.

Resource Development

- Works in partnership with the Executive Director and the Board to increase Inclusion BC's profile, enhance the positive reputation of Inclusion BC and the community.



Dimensions

The role of Communications Manager is a leadership position at Inclusion BC. Further, this role is directly responsible, in collaboration with the Executive Director, for the strategic, effective and efficient operation of the organization. The Communications Manager has a significant level of autonomy. Strategic thinking and effective implementation of the communication plan is required to achieve the mission of Inclusion BC.

Skills and Competencies

The Communications Manager has three to seven years' experience in communications, marketing, public relations or external affairs and a strong understanding of social justice, given the mandate of Inclusion BC.

Working Condition

The Manager of Communications is a full-time position within a strong value-based organizational culture. This position requires a high level of team collaboration, yet also requires significant autonomy and flexibility.

How to Apply

Resume and cover letter can be submitted by email to info@inclusionbc.org by December 14th, 2021.