

Job Description: Director of Communications

What we do:

SafeCare BC is the health and safety association for BC's 29,000 continuing care workers. Our members work in long-term care and home and community care. Continuing care workers have some of the highest workplace injury rates compared to all occupations in BC. Workplace injuries can have a devastating impact on one's life, both professionally and personally, and reduce the quality and consistency of care. That's why we bring the sector together to collaborate and share best practices. Collectively, we can make the continuing care sector a safer place to work.

What we are looking for:

The Director of Communications is responsible for the development and implementation of a broad range of communications activities to support the organization's strategic direction and increase awareness of the key workplace health and safety issues that impact the care sector.

Reporting structure:

Direct reporting to CEO, with oversight from Senior Director Innovation and Partnerships.

What You will do:

Drive the development and delivery of communications and member engagement activities in accordance with SafeCare BC's strategic plan and annual work plan, including:

- Oversee the day-to-day activities of the communications functions, including budgeting, planning and staff development.
- Develop and implement strategic project and communications plans
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding SafeCare BC's priorities, special events, and other projects.
- Professional writing, media relations, issue management and content creation
- Prepare member surveys and analyze data
- Conference and special event planning
- Prepare updates for SafeCare BC's CEO, Technical Advisory Committee, and Board of Directors
- Prepare and publish Annual Report
- Develop and promote annual SafeCare BC awareness campaigns
- Oversee the development and maintenance of website including methods to deliver message, ease of navigation, and clarity of information
- Direct and oversee the development, distribution, and maintenance of print and electronic collateral

What you will bring:

- Three to five years' experience in a senior leadership or managerial role
- Demonstrated experience and leadership in managing a comprehensive strategic communication, media relations, and marketing program to advance an organization's mission and goals
- Strong written, verbal and communication skills
- Demonstrated ability to meet operational and strategic goals
- Relevant college or university degree
- Experience working with diverse stakeholder groups
- Some experience leading a team and managing direct reports is an asset
- Ability to adapt to changing organizational needs, conditions, and work responsibilities
- Current working knowledge of marketing, communications, and public relations principles, strategies, techniques, and concepts
- Graphic design and/or layout skills are preferred

What we bring:

- \$80,000 to \$90,000/year depending on experience
- SafeCare BC employee health benefit plan
- Rewarding and relevant mission
- Ability to work remotely outside of the Lower Mainland
- Professional development and education reimbursement
- Alternate work week arrangements for maintaining work/life balance
- A great team atmosphere

Applications

- In lieu of cover letter, submit a 300-500 word writing sample that answers the following: What are some of the communications challenges that you foresee in the care sector and how would you address these issues. Send writing sample and resume in confidence to the attention of Ken Donohue at kdonohue@safecarebc.ca by **May 30**.

Additional Information:

Thank you for your interest in the position at SafeCare BC. Please note that only shortlisted candidates will be contacted.

The Provincial Health Officer has mandated that anyone entering a care home in British Columbia be fully vaccinated effective November 15th 2021. There will be times that members of the SafeCare BC team will be expected to visit care homes to engage in activities that support our members. Vaccination with a COVID-19 vaccination series approved by Health Canada is a condition of employment at SafeCare BC.