VICTORIA HOSPICE

EMPLOYEE POSITION DESCRIPTION

JOB TITLE	Communications Specialist	JOB TYPE	Non-Contract Permanent Full Time 1.0 FTE/ 37.5 hours per week
DEPARTMENT	Communications	REPORTS TO	Manager, Communications
VISION MISSION	Quality palliative end-of-life care for all. To enhance the quality of life for those facing life-limiting illness, death and bereavement through patient and family-centered care, education, research and advocacy.		
SHARED ACCOUNTABILITY	In accordance with the Mission, Vision and Values, and strategic directions of Victoria Hospice, patient safety is a priority, a responsibility shared by everyone, and as such, the requirement to continuously improve quality and safety and mitigate risk is inherent in all aspects of this position.		
GENERAL ACCOUNTABILITY	Reporting to the Communications Manager, the Communications Specialist supports effective communications that advances the mission, vision, and values of the Victoria Hospice Society (VHS). The Specialist plans, develops, implements and evaluates communication strategies and campaigns in collaboration with the Manager. This includes planning and coordinating communications-related projects; engaging in proactive media opportunities; coordinating digital experience, including web and social platforms, developing advertising campaigns and materials; writing and producing various internal and external communication materials; ensuring overall quality, consistency and effectiveness of complex and/or confidential communication materials for various audiences.		
QUALIFICATIONS	• Post-secondary education in, communications, journalism or related field • Minimum of five years of experience in the field of communications • Experience with website management and Content Management Systems (CMS) required • Social media experience required		
CORE COMPETENCIES	• Knowledge of and ability to apply communication concepts, strategies and technical skills required in the planning, execution and evaluation of communication plans. • Demonstrated ability to provide strategic communications advice and ability to engage and influence other staff to embrace and share key communications. • Demonstrated ability to plan and write a broad range of copy for a variety of media and audiences. • Ability to work both independently and collaboratively in a team environment. • Demonstrated ability to problem-solve and resolve conflicts. • Demonstrated ability to develop and maintain rapport and effective working relationships with internal and external partners • Bring a sensitivity and interest to the experiences of VHS patients and families. • Excellent organizational skills and attention to detail. • Excellent written and oral communication skills. • Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively.		
KEY ACCOUNTABILITIES	DUTIES AND RESPONSIBILITIES		

Communications Facilitation and Project Management	• In collaboration with the Manager, develop and lead internal and external communications efforts that elevate VHS goals • Identify ways that VHS can further advance its mission through the implementation of communications and communications strategies. • Using strong project management and organizational skills, support the communications needs of various departments (Corporate Office; Fund Development, including VH-sponsored and Community-hosted events; Bereavement; Clinical; Education and Research.)
Content Creation	• Write, edit, and coordinate content and production of newsletter • Conduct interviews with myriad partners (from staff to donors to thought leaders) • Prepare written materials including impact stories, speeches and speaking notes, newsletter articles, social media, and marketing copy. • Coordinate creation, production, and dissemination of publications (brochures, posters, displays) • Coordinate creation and selection of photography for print and digital communications. • Support the development and execution of collateral materials for major organizational initiatives. • Create and maintain the organization-wide communications calendar and central library of organizational communications and marketing information. • Work with contractors to produce video, audio, and other multi-media content.
Website and digital communication	• Work with Manager to ensure web content is current and make recommendations to remain up-to-date and effective in website and digital communications. • Provide organization-wide e-communications writing and support. • Active social media participation; write and manage social media content and engagement. • Monitor and action current trends in writing, graphic arts, photographic arts, display/exhibit development and digital communications.
Media Relations	• Identify media opportunities and write press releases and pitches. • Provide media relation support and recommendations for leadership as needed. • Respond to media inquiries and develop relationships with media outlets.
Other Duties	• As assigned.
Additional Details	This is a permanent full-time position, 37 ½ hours per week. Some evening or weekend hours may be required. The salary range is $61,495 – $88,400 annually plus benefits, 4 weeks annual vacation, paid statutory holidays and participation in a defined benefit pension plan. On-site presence required with eligibility for hybrid work. This position is covered by the Provincial Health Officer's mandatory COVID-19 vaccination order. As part of our commitment to the health and safety of our community, we require all employees to be fully vaccinated against COVID-19.
Application Process	Please submit a cover letter with your resume to careers@VictoriaHospice.org. Position closes March 11, 2024 at 9 am PST.