

## **Communications Coordinator Victoria Hospice Society**

At Victoria Hospice, our mission is 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.

### **Description:**

Reporting to the Communications Manager, the Communications Coordinator participates as a team member to deliver public and internal communications that align with the values and mission of Victoria Hospice. The coordinator creates content and supports systems and platforms that deliver content. The coordinator creates web and social content, writes short-form stories, news, and event posts, maintains current web content, and supports a web and intranet renewal project, among other projects and tasks that ensure the effective delivery of communication.

### **What you'll do:**

#### **Content Creation**

- Writes short form stories and content with the support of the manager to ensure compelling messaging that aligns with the organization's strategic communication goals.
- Creates content for donor and internal newsletters that demonstrate the impact and initiatives of VHS organization to build engagement
- Enhance online engagement and presence by producing social media content, inclusive of photos and videos

#### **Website**

- Contributes to the development and engagement of online platforms to ensure user needs and organizational standards are met
- Handles day to day website maintenance and updates to ensure the site is current, functional and user friendly
- Tracks content and technical updates to ensure the website is reliable and relevant
- Works collaboratively with individuals across the organization to prepare and publish content
- Monitors web contact forms to deliver timely and accurate responses to inquiries
- Supports fundraising and operational efforts through the generation and maintenance of online donation forms
- Handles on-site ecommerce and event registration, supporting a positive experience for participants
- Maintains on brand image libraries that are consistent and high quality to ensure visual communication aligns with Victoria Hospice identity and values

- Tracks analytics to measure effectiveness of website, providing insight into opportunities for improvement

#### **Social Media**

- Manages day to day posts, updates, monitors engagement on social media, maintains an active online presence that connects with the community
- Responds to direct messages on social media to ensure timely and helpful communication is shared
- Tracks social media analytics to evaluate the success of the social media strategy, informing future content and plans

#### **Other Duties**

- Supports Communications Manager and Communications Specialist with communications and marketing plans as required
- Participates in projects that require a member of the communications team

#### **What you'll bring:**

- Post secondary education, equivalent to a two-year diploma in Marketing, Journalism, Public Relations or related qualification
- More than two years' experience supporting websites and social media channels
- Excellent writing and verbal communication skills
- Up-to-date content management system (CMS) skills
- Ability to create relevant and engaging content for web and social media platforms
- Ability to manage and organize work independently
- Ability to work collaboratively in a team environment
- Strong attention to detail and critical thinking skills
- Maintain organized and detailed projects
- Ability to effectively manage priorities to deliver content based on established timelines
- Experience with accessible and inclusive approaches to online content an asset

#### **Additional Details:**

This is a permanent, part-time position of 22.5 hours per week (0.6 FTE).

The salary range is \$57,582 – 71,977 annualized, prorated based on 0.6 FTE plus benefits with 4 weeks vacation, as well as a defined benefits pension plan.

This position requires on-site presence with the option for hybrid work.

**Application process:** Please submit a cover letter with your resume to [lorna.richards@victoriahospice.org](mailto:lorna.richards@victoriahospice.org)

This position closes Thursday, August 15, 2024 at 9 am Pacific Time.