

Manager of Communications

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 Chief Executive Officer, the Manager of Communications provides communications leadership for various aspects of the organization's strategic priorities in order to protect, maintain and advance its reputation, vision and goals.

The Manager is responsible for developing and leading communications for the organization, including internal communications, media and donor relations and public relations. This role provides cogent communication counsel to senior members of the organization and drives initiatives that effectively share the organization's mission and stories with internal teams and the public.

What you'll do:

Communications Strategy

- Provides leadership and consultation in across various aspects of communications to advance strategic priorities.
- Maintains and strengthens Victoria Hospice's reputation with both internal and external partners.
- Responsible for developing and implementing an integrated content strategy.
- Responsible for the development, handling and distribution of sensitive information to senior management in a timely manner.
- Responsible for leading the organization's social media strategy and execution of the defined strategy.
- Leads brand management for Victoria Hospice, including the development and promotion of brand presence.
- Proactively identifies emerging issues and opportunities on a regular basis and recommend appropriate communications approaches.
- Develops and implements proactive communications programs and strategy for a variety of departments.
- Leads Communications initiatives that contribute to a connected work environment for staff, departments and volunteers.

Leadership

- Leads ongoing planning for the Communications portfolio to ensure fully integrated, high quality, and cost-effective service is provided that is consistent with evidence-based best practices.
- Participates as a member of the Leadership Team, in discussion of society-wide issues and initiatives and provides feedback on focus areas.
- Evaluates performance of program area against operational and strategic plans, developing strategies and solutions to address deficits.
- Develops and recommend operating budget for services within the Communications portfolio.
- Implements, manages and assumes responsibility for approved portfolio operating budgets taking corrective actions as necessary.
- Provides leadership to Communications team members and the organization by coaching, guiding and modelling Victoria Hospice values.
- Supports training and development opportunities for staff, encouraging ongoing professional development.
- Assists team members to define shared and individual goals and support individuals to meet performance expectations.
- Participates in personnel management, including recruitment, onboarding, performance management, leave management and employment transitions.
- Develops and maintains a recruitment, retention, and succession planning strategy for the department, in collaboration with HR that ensures the portfolio provides the highest quality of service within budget parameters.
- Provides input into the development and application of VH policies, standards, goal and objectives.
- Develops and maintains strong working relationships across the organization.
- Supports effective change management and readiness strategies necessary to implement effective changes across organization.
- Ensures Communication practices meet accreditation standards.

External Communications and Partnerships

- Works collaboratively with external communication agencies and contractors to ensure consistent and cohesive messaging is delivered across both internal and external channels.
- Ensures credibility with external audiences through ongoing, clear, accurate, and two-way communication.
- Provides leadership and direction to external contractors, and suppliers.
- Seek opportunities to strengthen existing partnerships and develop new ones.
- Manages administrative functions related to suppliers including procurement, contracting, invoicing, and supplier delivery.

Other Duties

- Participates in the leadership on-call rotation schedule
- As assigned

What you'll bring:

- The completion of post-secondary education equivalent to a Bachelor's Degree in writing, journalism, communications, public relations or related discipline
- 5-7 experience in a communications role
- Experience leading and managing a team
- Experience in a social profit, fundraising or health care communications role
- Expertise in implementing effective communications campaigns for a broad range of partners
- Extensive knowledge in developing and executing strategic communications plans
- Demonstrated ability to manage people and work effectively and collaboratively with teams and contractors
- Advanced writing and presentation skills, ghostwriting, speech writing
- Ability to see the big picture and anticipate emerging issues and trends, and then tailor communications tactics to address them.
- Strong organizational and project management skills
- Ability to work with confidential and sensitive information with a high degree of integrity
- Advanced computer literacy including Microsoft Office
- Must have initiative, creativity, and problem-solving abilities
- Basic graphic design, photography and videography skills
- Willingness and enthusiasm for continuous learning, quality improvement, and growth mindset
- Experience with digital content management systems is considered an asset
- Knowledge about and interest in end-of-life care an asset
- Ability to work flexible hours when required

Additional Details:

This is a permanent, part-time position of 30 hours per week (0.8 FTE). Some evening or weekend hours may be required. The hourly range for \$39.29 - \$49.11.

This is an on-site role, with the option to work from home on occasion.

Application process:

Please submit a cover letter with your resume to Careers@victoriahospice.org. This position closes on Monday October 7 at 4 pm Pacific Time.