

## **Director, Communications and Engagement**

### **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 (CEO), the Director of Communications and Engagement is responsible for an integrated strategic communications and engagement plan for all interest holders.

This role plays a critical part in advancing the organization's mission by fostering meaningful engagement and ensuring a consistent, authentic voice is conveyed across internal, external, and donor-facing platforms. Overseeing, and in conjunction with the Communications team, advise Hospice programs on communications best practices and ensure communications efforts reflect broader organization goals.

This role is both strategic and hands-on in nature and is directly involved in content creation, copy writing, editing, and overseeing platforms such as the organization's website, internal communication channels, print publications and social media channels.

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

##### **Strategic Communications Leadership**

- Lead 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
- Participate as a member of the Leadership Team, in discussion of society-wide issues and initiatives and provide feedback on focus areas
- Evaluate performance of program area against operational and strategic plans, developing strategies and solutions to address deficits
- Act as an advisor to leaders within the organization for Communications best practices and strategies
- Develop and manage the operating budget for services within the portfolio, inclusive of taking corrective actions as necessary
- Provide input into the development and application of VH policies, standards, goals and objectives
- Develop and maintain strong working relationships across the organization
- Ensure Communications practices meet accreditation standards

## **Team Leadership and Development**

- Provide leadership to Communications team members and the organization by coaching, guiding and modelling Victoria Hospice values
- Support training and development opportunities for staff, encouraging ongoing professional development
- Assist team members to define shared and individual goals and support individuals to meet performance expectations
- Participate in personnel management, including recruitment, onboarding, performance management, leave management and employment transitions
- Develop and maintain a recruitment, retention, and succession planning strategy for the department, in collaboration with HR
- Engage and manage relationships with contractors and external consultants for areas that benefit from dedicated resources and skills, for example graphic design and print services

## **Public Relations and External Engagement**

- Develop and implement strategic engagement and public relations initiatives to build and maintain strong relationships with public audiences and community partners that promote Victoria Hospice's mission, values, and priorities to external audiences
- Provide communication support to the Board of Directors and executive leadership, including speechwriting, briefing materials, and presentations
- Plan and execute marketing, advertising and promotional initiatives to raise awareness of organizational services and programs for the community, inclusive of the annual report
- Ensure support is available to the Fund Development team to advance their Donor Engagement strategy, ensuring alignment between communications and philanthropic goals
- Identify and act on opportunities to capture compelling storytelling, tailored to target audiences
- Ensure effective use and promotion of the Victoria Hospice website in collaboration with contracted services provider, and embed a strong digital and social media communications strategy across all activities
- Maintain and uphold brand identity across all platforms and materials
- Lead the organization's media relations strategy, serving as the primary contact for media inquiries and lead communications during critical incidents or reputational risks

## **Internal Partnerships, Communications and Engagement**

- Develop and lead VHS's internal communications and engagement strategies to ensure staff and volunteer understanding and buy-in of the organization's vision, values, strategic and operational direction, fostering a positive and connected workplace culture
- Drive communications strategies that keep staff and volunteers informed of key developments, including staffing and organizational changes, service updates and events promoting transparency, accountability and alignment with organizational values

- Work collaboratively with partners in other VHS portfolios to co-develop and co-lead communication and engagement strategies and resources, including but not limited to Clinical Services, Organizational Development, Bereavement, Fund Development and Human Resources
- Oversee the development and distribution of promotional and educational materials (brochures, printed collateral), coordinating with subject matter experts to ensure accuracy and relevance
- Support and enable effective use of internal communications channels such as Microsoft Teams
- Lead the development, implementation, and ongoing evaluation of internal communication policies, practices, and governance to ensure compliance and consistency

### **Other Duties:**

- Actively participate in the day to day and operational elements of the portfolio, such as copy writing and editing, inclusive of supporting other areas with this as needed
- May participate in or lead activities on behalf of Victoria Hospice Communications department
- Additional duties may be assigned that are consistent with the responsibility level of this position

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

- Bachelor's Degree in related field, such as Communications, Journalism, Public Relations or Business Administration
- Five to seven years experience in a relevant role, inclusive of leading and managing a team
- Experience leading strategic communications initiatives for an organization
- Experience working in a non-profit, public, or health related organization considered an asset
- A combination of education, communications, and managerial experience acceptable to Victoria Hospice will be considered

### **What we're looking for:**

- Strong strategic leadership skills
- Outstanding oral and written communication skills
- Knowledge of the principles of communications, engagement, and marketing
- Ability to engage and lead a team in a way that fosters collaboration, excellence and consistency
- Exceptional relationship-building skills and appreciation for the value of programs and disciplines across the organization
- Fluency in digital communication strategies and approaches
- Willingness to take initiative, be creative, and use sound judgement
- High degree of professionalism and discretion, with the ability to follow through during stressful situations
- Ability to establish course of action and prioritization for department, self and reports
- Maintain organized, detailed and on-time projects
- Demonstrate a commitment to enhancing one's own awareness, knowledge and skills related to equity, diversity, and inclusion



**Additional Details:**

This is a permanent, full-time position of 37.5 hours per week (1.0 FTE) Monday to Friday. Some evening or weekend hours may be required.

The salary range is \$92,702 - \$115,877 with 4 weeks annual vacation, as well as a defined benefit pension plan.

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](mailto:careers@victoriahospice.org) by Tuesday June 24<sup>th</sup> at 9 am Pacific Time.