

TITLE: COMMUNICATIONS SPECIALIST

CLASSIFICATION: CO21

MINISTRY: ISLANDS TRUST,
MIN OF MUNICIPAL AFFAIRS

WORK UNIT: ISLANDS TRUST CONSERVANCY

SUPERVISOR TITLE: ISLANDS TRUST CONSERVANCY MANAGER

SUPERVISOR POSITION #: 00124543

PROGRAM

Located in Coast Salish territory, [Islands Trust](#) is a federated body responsible for protecting the unique amenities and environment of 13 major gulf islands and more than 450 smaller islands and surrounding waters in the Salish Sea (southern Strait of Georgia and Howe Sound). Created by the Province through the *Islands Trust Act*, Islands Trust plans and regulates local land use, advocates on key environmental issues impacting the area, and protects land through the Islands Trust Conservancy. Islands Trust works closely with other government agencies and First Nations to accomplish its mandate.

[Islands Trust Conservancy](#) is created under the *Islands Trust Act* as a provincial conservation agency and holds land and money to further the mandate of the Islands Trust. Islands Trust Conservancy can accept land, conservation covenants, and financial contributions from individual donors, corporate agencies, and government. The Islands Trust Conservancy is responsible for the management and disposition of funds and lands it holds. Lands acquired by the Islands Trust Conservancy are managed as nature reserves to protect ecosystems and activities are limited to those with minimal impact on the land.

To ensure a balance of both local and provincial interests the Islands Trust Conservancy, the Islands Trust Conservancy Board consists of two trustees elected by the Islands Trust Council, one trustee elected by the Islands Trust Council Executive Committee and up to three trustees appointed by the Province.

JOB OVERVIEW

Working with a highly dynamic and dedicated team, Islands Trust Conservancy's Communications Specialist is accountable to plan, develop, implement, and evaluate the communication activities required to carry out the conservation objectives of the Islands Trust Conservancy. Responsibilities include development, preparation and implementation of internal and external communication plans, public awareness and promotional programs, and coordination of outreach initiatives. The Communications Specialist is also responsible for media relations, social media posting and outreach event coordination for the Islands Trust Conservancy.

The position works to coordinate and facilitate Trust Area-wide stewardship education projects with elected officials, other units within Islands Trust and other stakeholders, developing guidelines, strategies, messages, displays, graphics, publications, photos, video, social media and web design and content. The position will work closely with the Islands Trust Communications Specialist to ensure that messaging of the various agencies of the Islands Trust is coordinated.

The position maintains links with:

- **Islands Trust Conservancy Board:** to provide advice and recommendations on communication initiatives, including analysis of budgetary and other implications.
- **Trust Council, local trustees, local trust committees, and Bowen Island Municipality:** to provide information, presentations and displays on environmental stewardship and Islands Trust Conservancy programs.

- **Federal, provincial, regional agencies and community groups:** to partner in fundraising, communications and project delivery when applicable on shared conservation projects.
- **Supporters:** to develop and maintain communications materials aimed at private donors and estate planning professionals and financial advisors who facilitate donations to Islands Trust Conservancy.
- **Public sector:** to facilitate and participate in public events, forums, conferences and meetings and to build partnerships with non-governmental organizations to support the Islands Trust Conservancy's mandate.

ACCOUNTABILITIES

1. Communications (75%)

- Develops, maintains and supports team awareness of issues relevant to the Islands Trust Conservancy's objectives arising in the Islands Trust area using sources such as media alerts and subscriptions and reports relevant discoveries to the manager with recommendations for response
- Develops, implements and revises, as necessary, a communication strategy to address the goals and objectives of the Regional Conservation Plan and the Islands Trust Conservancy (ITC) Plan
- Develops, implements and revises policy and procedures relevant to delivery of communications services
- Researches, designs, develops, manages, delivers and evaluates communication projects:
 - Identifies annual initiatives to be undertaken based on the Regional Conservation Plan, ITC Plan and ITC objectives within Trust Council's Strategic Plan
 - Identifies internal and external information and promotional needs and opportunities
 - Establishes objectives, targets, methods, procedures and cost estimates for communications projects
 - Develops key messages and strategic presentation materials; compiles information and writes, edits, produces backgrounders, brochures, newsletters, articles, web content, emails and social media posts to inform staff, politicians, media, interested agencies, and the public of events, activities and projects
 - Writes and develops an Annual Report for Islands Trust Conservancy and writes and develops the Islands Trust Conservancy components of the Islands Trust Annual Report
- Assist the Manager in preparing and managing annual budget requests related to communications
- Allocate the communications budget by prioritizing activities that support overarching strategies and plans
- Makes presentations to staff, locally elected trustees, other conservation organizations, government organizations, and the public
- Maintains relationships with partner groups, media and government representatives
- Liaises with island conservancies and other conservation groups to ensure success in the protection of significant areas
- Prepares communication related policies, as necessary, for Board approval
- Manages the website and works with support staff and technical consultants on feature re-designs
- Manages and does web editing and publishing for the Islands Trust Conservancy website with assistance from the Administrative Assistant as required
- Develops and implements a social media strategy that is consistent with the organization's visual identity guide and communications strategies and plans
- Identifies key media representatives for liaison; initiates media contact and liaison and organizes opportunities for coverage of Islands Trust Conservancy projects
- Prepares news releases, backgrounders, articles, and advertisements and distributes them to media and Islands Trust and/or Islands Trust Conservancy supporters
- Manages design and production of communication products including newsletters, brochures, posters, signs, and other promotional products; oversees external contractors and develops contracts as needed
- Sources media (photos and videos) to support the creation of communication materials and manages a media database in partnership with the Islands Trust Communications Specialist;

- Manages use and storage of images and logos, including management of terms of use, copyright, and acknowledgement. Oversees media waivers and obtaining permissions for images used in communications work.
 - Acts as a representative of the Islands Trust Conservancy at events and responds to requests for information from the public and from Islands Trust staff, Islands Trust elected officials and Islands Trust Conservancy Board members. Liaises with the Islands Trust staff to coordinate overlap between Islands Trust Conservancy and Islands Trust communications activities and messages
 - Works with Islands Trust's Communication Specialist and shares information on projects of mutual interest
 - Provides backup for and supports the Islands Trust Communications Specialist as required
 - Provides backup to distribute media articles as required
 - Provides backup web editing and publishing for the Islands Trust Conservancy in collaboration with the Islands Trust Conservancy Administrative Assistant
- 2. Other (25%)**
- Works with Islands Trust Conservancy committees as needed
 - Prepares requests for legal services related to communications issues
 - Assists the Manager as necessary on other Islands Trust Conservancy initiatives
 - Reviews proposals, selects successful bidders, and negotiates the terms and conditions of contracts
 - Plans, develops, manages and conducts public awareness and information programs, events, donor appreciation celebrations, workshops and meetings for the Islands Trust Conservancy
 - Designs, initiates, delivers, and evaluates outreach programs in collaboration with other Islands Trust Conservancy staff

JOB REQUIREMENTS

Education and Experience

- Degree, diploma or certificate in English, journalism, communications, science communications or public relations or equivalent.
- 3 years' experience developing and implementing communication strategies, creating professional communications materials and liaising with news media.
- An equivalent combination of education, training and experience may be considered.

Preference may be given to candidates with the following:

- 4 years' experience developing and implementing communication strategies, creating professional communications materials and liaising with news media.

Knowledge, Skills and Abilities

- Knowledge of social, environmental and land conservation issues relevant to the Islands Trust area and its residents
- Knowledge of how to coordinate formal and informal engagement processes.
- Demonstrated ability to prepare professional communications strategies, briefing notes and official correspondence, often on short notice, in order to maximize public awareness and understanding
- Demonstrated ability to use initiative to respond appropriately to unanticipated issues with creative and innovative solutions using strong business and political acumen

- Demonstrated ability to use tact, diplomacy, judgment and discretion to communicate effectively and maintain productive relationships with donors, elected officials, staff, community groups, the public and the media in a way that enhances the employer's reputation
- Demonstrated ability to administer third party contracts including drafting terms of reference and procurement documents and ensuring deliverables are met
- Demonstrated ability to assess and make recommendations about the effectiveness of current and emerging social media platforms and to develop and implement effective social media outreach projects
- Demonstrated ability to manage communications and public engagement projects involving multiple audiences and stakeholders (e.g. citizens, staff, elected officials and contractors) using multiple methods including social media.
- Demonstrated ability to use software and applications to create attractive and informative publications including formatting of webpages, presentation slides, tables, graphs and images. Graphic design skill is an asset.
- Demonstrated ability to manage technical projects such as website feature re-design or database creation and implementation in collaboration with technicians, web designers and software solution providers.
- Demonstrated knowledge of HTML, and demonstrated experience of using content management systems (CMS), and/or customer relationship management (CRM) systems
- Experience using donor databases is an asset.
- Exceptional writing and editing in plain language under tight deadlines
- Demonstrated expertise (i.e. able to coach others) in inter-personal, oral, written and web-based communication
- Demonstrated photography and videography skills are an asset

Provisos

- Possession and maintenance of a Class 5 BC Drivers' License
- Must be willing to work overtime, including some evenings and weekends
- Must be willing to travel, for example, to islands in the Islands Trust Area, with occasional overnight stays

BEHAVIOURAL COMPETENCIES

Concern for Image Impact is an awareness of how one's self, one's role and the organization are seen by others. The highest level of this competency involves an awareness of, and preference for, respect for the organization by the community.

Information Seeking is driven by a desire to know more about things, people or issues. It implies going beyond the questions that are routine or required in the job. It may include "digging" or pressing for exact information; resolution of discrepancies by asking a series of questions; or less-focused environmental "scanning" for potential opportunities or miscellaneous information that may be of future use.

Partners with Stakeholders is the desire to work co-operatively with all stakeholders to meet mutual goals. It involves an awareness that a relationship based on trust that is the foundation for success in delivering results.

Planning, Organizing and Coordinating involves proactively planning, establishing priorities and allocating resources. It is expressed by developing and implementing increasingly complex plans. It also involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate.

Teamwork and Co-operation is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.

INDIGENOUS RELATIONS BEHAVIOURAL COMPETENCIES

Self-discovery and Awareness means understanding one's thoughts, feelings, values and background and how they impact the success of the interaction and relationship, or how they may influence one's work. It is recognizing one's own biases by tracing them to their origins, through reflection and by noticing one's own behaviour—and then intentionally seeking a way forward that positively impacts the interaction and relationship. It means maintaining new ways of thinking and acting when situations become difficult or uncertain, or in times of urgency.

Sustained learning and development means continually increasing your ability to build and maintain respectful and effective relationships with Indigenous peoples. Central to this competency is appreciating that there are many other cultural understandings of knowledge and ways of working that have legitimacy and deserve respect—and therefore require our continual learning and development, including direct exposure to cultural and community ways. It includes an eagerness to continually reflect upon and assess your own level of cultural agility and competence, self-awareness and expertise. It means being willing to learn in new and different ways and appreciating how diverse ways of thinking and acting can ensure the success of the BC Public Service in supporting Indigenous self-determination.