



TITLE: COMMUNICATIONS SPECIALIST

CLASSIFICATION: CO21

MINISTRY: ISLANDS TRUST,
MIN OF HOUSING AND 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 special purpose government responsible for protecting the unique amenities and environment of more than 450 islands and surrounding waters in the southern Strait of Georgia and Howe Sound. Created by the Province via the *Islands Trust Act*, Islands Trust plans and regulates local land use, coordinates with other level of government and First Nations on key issues impacting the area, and protects land through the Islands Trust Conservancy.

As a provincial conservation agency created under the *Islands Trust Act*, Islands Trust Conservancy holds land and money to further the mandate of the Islands Trust. Islands Trust Conservancy can accept land, conservation covenants, and other financial contributions from individuals, corporate donors, and government. The Islands Trust Conservancy is responsible for the management and disposition of funds and lands it holds. To ensure a balance of both local and provincial interests the board consists of three trustees elected by the Islands Trust Council 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 (ITC). 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 special event coordination for the Islands Trust Conservancy.

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 shares relevant discoveries to Islands Trust Conservancy staff
- 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
- Develop, update and implement communications-related policy, guidelines, strategies and plans, including training and coaching of staff and trustees
- 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 and implements objectives, targets, methods, procedures and cost estimates for communications projects
 - Develops key messages and strategic presentation materials:
 - Researches and gathers relevant information
 - Writes, edits, produces backgrounders, brochures, newsletters, articles, web content, emails, social media and blog posts
 - informs staff, politicians, media, interested agencies, and the public of events, activities and projects
 - Writes and develops an Annual Report for Islands Trust Conservancy in cooperation with all ITC staff, including drafting and editing all sections and producing the final publication in print and digital versions
- Assists the ITC Manager in preparing and managing annual budget requests related to communications
- Manages the communications budget by prioritizing activities that support overarching strategies and plans
- Develops and delivers presentations to staff, locally elected trustees, other conservation organizations, government organizations, and the public
- Liaises with island conservancies, First Nations and community groups to ensure success in the protection of significant areas
- Prepares communication related policies with support from the ITC Manager, as necessary, for Board approval
- Provides primary project management, web editing and publishing for the Islands Trust Conservancy website with support from Islands Trust Conservancy staff and technical consultants on feature re-designs
- Facilitates successful partnerships with Information Systems and contractors to ensure the visual identity guide and communications plans are implemented properly
- Develops and implements a multi-platform communications strategy that is consistent with the organization's visual identity guide
- Identifies key media representatives for liaison; initiates media contact and liaison and organizes opportunities for coverage of Islands Trust Conservancy projects
- Prepares talking points, FAQ's, letters to the editor, news releases, correspondence, web pages, publications, presentations and displays, backgrounders, articles, and advertisements and distributes or presents them to the general public, media, staff, trustees, and Islands Trust and/or Islands Trust Conservancy supporters

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- 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

2. Operations (10%)

- Maintain a working understanding of the Islands Trust’s operations, policies and programs
- Maintain media contact list and foster positive relations with news media to achieve timely and accurate news coverage
- Maintains relationships with partner groups, media and government representatives
- Manages design and production of communication products including newsletters, brochures, posters, signs, and other promotional products
- Liaise with the Islands Trust staff as needed, to coordinate Islands Trust Conservancy communications activities and messages

3. Other (15%)

- Works with Islands Trust Conservancy Board and committees as needed
- Prepares requests for legal services related to communications issues
- Assists the ITC 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

- A Diploma or higher in Communications, Science Communications or Public Relations; **OR**
- An equivalent combination of education and experience may be considered.
- Experience delivering public relations, corporate communications or media relations.
- Experience in website management, editing and designing.
- Possession and maintenance of a valid driver’s license.
- 3 years of related experience in 1 or more of the following:
 - Experience developing and implementing communication strategies.
 - Experience using Customer Relationship Management databases.

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- Experience with creating professional communications materials.
- Experience liaising with news media.

Preference may be given to applicants with:

- A minimum of 4 years of experience developing and implementing communication strategies, using Customer Relationship Management databases, creating professional communications materials and liaising with news media.
- Experience in the field of land conservation, biology and/or ecology.
- Experience in science communication.
- Experience delivering public relations, corporate communications or media relations for a public body.
- Experience in coordinating formal and informal engagement processes with First Nations.
- Experience with social media platforms, developing and implementing effective social media outreach projects.
- Experience writing and editing under tight deadlines.
- Experience using design and office software to create attractive and informative publications including formatting of webpages, presentation slides, tables, graphs and images.
- Experience launching successful multi-platform campaigns.

Proviso/Willingness Statements

- Must be willing to occasionally work overtime, evenings and/or weekends for events.
- Occasional overnight travel to meetings, conferences and other events within BC.
- Successful completion of security screening requirements of the BC Public Service.

KNOWLEDGE, SKILLS AND ABILITIES

- Demonstrated knowledge of biology, ecology and/or land conservation
- 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
- Knowledge of social, environmental and land conservation issues relevant to the Islands Trust area and its residents
- Demonstrated ability to prepare professional communications strategies, briefing notes, press releases, presentations 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, First Nations, 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

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- 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, First Nations and contractors) using multiple methods including but not limited to social media
- 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
- 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
- Experience using inter-personal, oral, written and web-based communications

Security Screening:

- Successful completion of security screening requirements of the BC Public Service

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.
- **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

- **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.

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- **Building a trust-based relationship** requires a fundamental understanding that "relationship" is the foundation from which all activities happen and that building a good relationship takes time and commitment. It is a willingness to build a personal relationship in addition to a professional one, participating in open exchanges of experiences and culture. It requires a genuine, non-controlling approach and relies upon demonstrated integrity and transparency. Building a trust-based relationship requires a high level of consciousness of the experience of Indigenous People with Crown relations. It assumes that strengths abound in Indigenous people, cultures and communities.
- **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.