

## **DIRECTOR OF COMMUNICATIONS**

### **Full-time, Hybrid**

***PROTECTING OUR COAST. BUILDING OUR ECONOMY.***

*A unique alliance of nine BC First Nations, creating jobs for the future and protecting the Great Bear Rainforest.*

Coastal First Nations – Great Bear Initiative (CFN-GBI) is a not-for-profit Society established in 2003 that is owned and operated by a unique alliance of First Nations on British Columbia's North and Central Coast and Haida Gwaii. The principal goal of this group is to restore and implement ecologically, socially, and economically sustainable resource management approaches on the Central and North Coast and Haida Gwaii. To learn more about us, visit: [www.coastalfirstnations.ca](http://www.coastalfirstnations.ca).

#### **Who we are looking for**

Reporting to the CEO, the Director of Communications provides strategic direction, operational oversight and proactively leads efforts to maximize the strategic impact and reach of CFN-GBI's work through communications, to meet the goals set by the GBI Board. This role advocates for the vision and mission of CFN-GBI and aligns all key messages to reflect the guiding principles and community values. The Director of Communications maneuvers comfortably through complex policy, process, and people-related organizational dynamics.

This role will employ the expertise and ability to research/ identify and keep on top of current events and opportunities of interest for the organization. The Director of Communications leads all aspects of CFN-GBI's communications, supervises the Communications team, liaises with other department leads, and collaborates with Program Managers and staff delivering programs and initiatives to ensure seamless and timely deliverables. The Director will lead and mentor a communications team in media relations, digital and social content creation to share the work of CFN-GBI and our member Nations.

The ideal candidate is strategic, collaborative, and, has a deep understanding of the Coastal First Nations. They have the capability to think expansively and execute creatively to achieve impact, and influence, supporting our initiatives and fundraising goals. They are also an inclusive and trusted people leader with a proven ability to coach and mentor a high-performing team to advance CFN-GBI's mission and goals.

#### **About the position**

**Position:** Director of Communications  
**Reports to:** Chief Executive Officer  
**Location:** Hybrid, Vancouver Office  
**Salary:** \$115,000 - \$125,000 plus a generous health benefit, retirement, and vacation package  
**Start Date:** ASAP

**Responsibilities will include:**

The Director of Communications position is responsible for the following five (5) key functions.

**Communications Strategy and Planning**

- Develop, implement, and evaluate communications strategies and plans, to support organizational goals and objectives, revising as necessary.
- Develop, implement and monitor an integrated strategic communications plan to advance the organization's identity and branding, and broaden awareness of its programs, priorities, and accomplishments.
- Obtain approval for strategies, plans and budgets from Senior Management Team and Board.
- Ensure all communications adhere to relevant GBI policies and procedures and approve content development with other relevant parties where needed.
- Develop budgets for communications strategies, plans and projects; and manage approved budgets including contract and invoice approvals.
- Proactively manage a schedule of communications opportunities and events to bring forward to CEO, highlighted by importance/priority.
- Develop and manage tools and metrics to measure success and to continuously improve the quality of CFN-GBI communications, highlighting successes to Senior Management.
- Develop a strategy to organize communications materials such as videos and photos in one centralized location, as well as create processes and practices for gathering new resources to add to the collections.

**Media Relations**

- Provide media relations services by identifying target audiences, drafting key messages, making specific connections between spokesperson and media, suggesting messaging and delivery, and liaising with government.
- Identify and participate in joint press release opportunities to ensure the organization is represented appropriately.
- Design processes and tools for the structuring and writing of speeches, to capture individual preferences of the speakers, including timely briefing of CEO and speakers prior to events, ensuring key messages are aligned with organizational values and program priorities for consistency.
- Act as the primary media contact and liaison, establishing and nurturing relationships with journalists, reporters and influencers.

**Team Leadership and Capacity Building**

- Proactively manage the team who develop, distribute, administer, coordinate and maintain all print and electronic communications including, but not limited to, newsletters, brochures, and the organization's website; ensure that new and consistent information is posted regularly, and that processes and procedures are well-defined and efficient.
- Manage recruitment and selection, performance discussions and development plans for the communications team, with support from the Senior HR Administrator.
- Manage contractors by hiring as required; manage expenses and budget; assign tasks and deliverables; monitor performance; review work to ensure it reflects assignments and

requirements.

- Collaborate with team members to develop and maintain team and individual workplans to record progress towards organizational and team goals and milestones, clarifying actions required and providing support needed to reach goals.
- Foster teamwork, open dialogue and collaboration.
- Create a positive and supportive environment for team performance, transparency, respect, trust, collaboration and continuous improvement.
- Provide direction, leadership, guidance, mentorship and coaching to direct reports, focusing on their personal and professional development.

#### **Internal Communications Support:**

- Maintain relationships with internal audiences by interacting with the Board, staff and Program Managers.
- Participate in Senior Management meetings and Board meetings as required.
- Develop and implement plans to support community engagement with member Nations.
- Maintain close relationships with Program Managers to ensure that program objectives, updates, and successes are known and accurately reflected in all internal and external GBI materials.
- Provide timely updates and reports by preparing briefings on events, projects, highlights, and statistics and reporting out to Senior Management.
- Produce communications materials such as written documents and social media content, maintaining Q&As, and arranging digital assets for GBI departments as needed.
- Provide advice and support to the Board on media relations (plus identify target audiences, draft key messages, make specific connections between the Board and the media, media interview coaching, maintain relationships with key media contacts).
- Provide specific community relations services to member-Nations where appropriate, and when resources are available, provide support (including crisis communications) by maintaining relationships with key contacts in Nations, connecting media, and others to member Nations and supporting communications requirements.
- Provide general communications support to staff and Program Managers as needed.
- Share successes and updates on events with all staff.
- Offer advice, recommendations and assist staff with writing, as needed.

#### **External Communications Support**

- Maintain relationships with external audiences such as the federal and provincial governments, conservation groups, industry, media, member-Nations, other First Nations, and other partners.
- Identify communications opportunities in order to design and execute appropriate strategies to address them in a resourceful manner.
- Produce communication materials such as written documents and social media content, maintaining Q&As, and arranging digital assets.
- Provide public relations services by taking calls related to media inquiries, maintaining the website, and maintaining relationships with key media contacts.
- Engage and participate in meetings with external partners as required.
- Other duties as assigned/required.

### **Preferred Knowledge and Skills**

To thrive in this role, you should possess:

- Strong personal interest and commitment to Coastal First Nation – Great Bear Initiative’s mission and vision.
- Extensive knowledge related to procedures and practices associated with planning, organizing, delivering, and evaluating communications targeted to member-Nations.
- Knowledge of communications practitioner best practices, including government, community, and public relations; crisis communications, issues management and social media platforms/tools such as Facebook, Instagram, Twitter, etc.
- Knowledge of First Nations goals, objectives, and culture/specific Coastal First Nations culture(s).
- Understanding of the relationships between key stakeholder groups and First Nations.
- Familiarity with issues related to cultural and ecological sustainability, conservation, Indigenous self-determination.
- Strong written and verbal communication skills, with the ability to effectively convey the organization's mission and goals.
- Highly organized and adept at managing projects from concept to implementation.
- Demonstrated ability to lead a team, effectively supervise and manage staff, and delegate work.
- Strong attention to detail, organizational and prioritization skills, with demonstrated ability to manage multiple competing priorities under time pressures.
- Demonstrated experience navigating earned media landscape including crafting press releases,
- Proficiency in Microsoft 365 including Word, Excel, Outlook, and PowerPoint, and various video conferencing platforms.
- Ability to maintain a healthy working relationship with staff, CFN members and representatives of other organizations.
- Solid working knowledge of the news cycle.
- Must have valid driver license (BC Class 5) and satisfactory driving record.

### **Qualifications: Education and Experience**

- Bachelor’s degree or post-secondary training in communications, journalism or a related field, OR equivalent combination of professional experience in communications (or related).
- Minimum 3 years’ experience in communications leadership, designing and implementing communications strategies and managing budgets.
- Minimum 5 years’ experience working in an organization of similar complexity (e.g., multiple stakeholder) in communications leadership, designing and implementing communications strategies, digital and social media campaigns, audience targeting, and narrative development best practices for organizations, projects and campaigns.
- Previous experience working in cross-cultural environment and cultural knowledge of First Nations organizations and communities.
- Experience with writing briefings, press releases, articles, social media posts, as well as giving presentations internally and externally.
- Proven experience in managing and supporting a communications team.

### How to apply

Interested candidates are invited to submit the following to [hr@coastalfirstnations.ca](mailto:hr@coastalfirstnations.ca) at no later than **September 22, 2024, at 5:00 pm PST**.

1. A letter of interest outlining how your previous experience and education would support this position.
2. An up-to-date CV.

The successful candidate will be asked to provide references, and a clear criminal records check. We encourage applicants to submit applications as soon as possible, as applicants will be reviewed on an ongoing basis. As this is a unique opportunity, we welcome and are open to discussing flexible arrangements. We thank all applicants for their interest; only those selected for an interview will be contacted.

We aim to provide support through this recruitment process to applicants with disabilities, including accommodation that considers an applicant's accessibility needs. If you require accommodation during the interview process, don't hesitate to get in touch with Hina Rafaqat ([hr@coastalfirstnations.ca](mailto:hr@coastalfirstnations.ca)).

CFN-GBI hires based on skills, ability, and qualifications; however, in support of our strategy to achieve our employment goals for Indigenous Peoples, qualified Indigenous applicants will be given priority.

***Persons of Indigenous ancestry will be given preference. s16(1) CHRA.***