

COMMUNICATIONS SPECIALIST

The Greater Victoria Harbour Authority (GVHA) is hiring a Communications Specialist who will play a key role in developing and implementing activities associated with a strategic and integrated communications plan.



The Communications Specialist reports to the Manager, Communications & Marketing (MCM) and supports in safeguarding and advancing GVHA's reputation in the community, with member agencies, commercial vendors, and on GVHA digital channels. You will produce communications in various formats to meet multiple stakeholder requirements to audiences such as government, community members, member agencies, staff, commercial vendors and the tourism sector.

This role collaborates with and provides support to internal and external stakeholders. Apply for this position if you are a strategic thinker with meticulous attention to detail. Your work experience demonstrates creative problem-solving and an aptitude for delivering strategic messages that engage audiences. This position enjoys comprehensive health benefits, RRSP matching and more, plus a hybrid office/work-from-home schedule, are available upon completion of three-month probation.

Specific Accountabilities

- Develop and execute an annual communications plan in alignment with the marketing and communications strategies and priorities; assess success with key metrics.
- Develop, research and write stories, scripts and key messages for all communication materials in all media formats – print, web, social media, videos and presentations.
- Interview key stakeholders, industry experts and staff to research, develop, write, edit and publish engaging stories for web, print, video, social and other formats.
- Develop creative direction within overall GVHA branding guidelines to create communication materials consistent with GVHA's overarching vision.
- Co-ordinate and liaise with internal departments, external partners, media, and others.
- Provide communications and marketing assistance to internal departments.
- Working with HR, develop, write and distribute a monthly staff newsletter
- Organize, write and manage GVHA website content and site navigation
- Lead and manage teams as required and ensure the delivery of results that align with GVHA's mission, vision and guiding principles.
- Represent GVHA at internal and external events.
- Exchanges information with the immediate team and coworkers across GVHA as required.
- Exchanges information with the media, government and stakeholders to answer queries, provide information, facilitate news interviews, create materials and more.
- In consultation with the MCM, makes decisions about how to respond to inquiries for more information about GVHA and about when and how to get information to relative internal departments.

Experience and Education

- University undergraduate degree with a specialization in communications, digital communications, journalism or a related discipline
- Minimum of three years of experience as a communications professional with examples of a diverse writing portfolio
- Experience working with senior executives, diverse stakeholders and First Nations is critical
- Strong knowledge in at least one of the following sectors: the marine industry, visitor economy, community engagement or government relations
- Excellent writing, editing, research and oral communications skills

- Advanced knowledge of social media communications
- Strong knowledge of branding and its application to various communications
- Full functional ability to use the features of Microsoft Word with no training
- Ability to create and coach others on the preparing of branded presentations utilizing the full functionality and features of PowerPoint, such as animation and embedded media files
- Strong knowledge in web content management systems (i.e., WordPress, some HTML knowledge is an asset)
- Strong knowledge of marketing email platforms, such as MailChimp

Additional Knowledge, Skills and Abilities

- Above-average photography skills with an understanding of composition and lighting
- Familiarity with SEO and SEM
- Graphic design training and experience
- Knowledge of Reconciliation and historical awareness of the Lekwungen People, known today as the Songhees Nation and x^wsepsəm (Esquimalt) Nation
- Sound knowledge of marketing principles
- Judge an appropriate level of response and deliver messages for external and internal inquiries from media, government and the general public with professionalism and maturity in managing media and senior staff.
- Excellent organizational and administrative capabilities and excellent communication, both written and spoken, and presentation skills.
- Strong teamwork ethic, collaborative style and approachable and friendly manner to problem-solve and diplomatically manage issues.
- Practical time management skills, a high tolerance for multi-tasking and last-minute changes, strong analytical skills and a proven ability to focus on ways to improve processes and outcomes.

Tools/Equipment

- Operates standard office equipment, video conferencing, and audio-visual equipment.
- Operates a computer for word processing, spreadsheets, electronic mail, calendar, internet and others.
- Computer software includes Microsoft Office Suite, Adobe Creative Suite, WordPress and other software.
- Data management systems (i.e., SharePoint site).
- Familiar with digital photography.

Working Conditions

- Regular, full-time position (37.5 hours/week)
- Office environment
- Hybrid office/work-from-home arrangement available after 3 months of service
- Occasional evenings and/or weekends due to operational requirements and/or to participate in corporate and GVHA sponsored/supported events
- Occasional travel to attend conferences, meetings or special events
- May stand or sit for extended periods

GVHA is dedicated to encouraging a supportive and inclusive culture amongst our workforce. Our goal is to ensure all employees are given equal opportunity, and that GVHA is representative of all sections of society.

GVHA operates on the traditional territories of the Lekwungen People, the Songhees Nation and x^wsepsəm (Esquimalt) Nation. We are a not-for-profit organization committed to the stewardship and sustainable growth of Victoria's dynamic working harbour.