



CONTRACTOR OPPORTUNITY

A Communications Specialist with Leadership Skills (approx. 100 hours/month)

Justice Institute of British Columbia (JIBC) is looking for a Contractor who will bring project marketing communications strategies to life by managing a range of projects and leading a project team to deliver successful campaigns.

This person is responsible for leading an eight- member project team that is focused on improving the safety of employees who are required to drive for their job. The goal of the project is to increase awareness and knowledge about road safety for workers in British Columbia and reduce the number of motor vehicle incidents.

This person is the conduit between JIBC, the project partner organization and the project team.

Responsibilities:

Team leadership

- Provide direction and guidance to team members
- Arrange quarterly face-to-face team meetings
- Participate in weekly online team meetings
- Help recruit new team members and address other human resource issues that arise
- Liaise with project lead organizations on financial, human resources and operational issues
- Write the annual work plan and help create the annual budget
- Every three years, write the three-year service plan
- Monitor the budget to track spending and ensure the project stays within its budget envelope

Writing/editing

- Write four quarterly reports and an annual report every year
- Assist with annual campaign reports
- Create monthly e-newsletter. Collaborate with team to determine the story lineup, write the copy, find pictures, and manage the approval process
- Write editorial stories for other publications that are offered as part of advertising buys
- Review and edit copy for some tools and resources
- Write web page copy for websites
- Write radio ad copy when required
- Write marketing briefs
- Write and produce brochures and other promotional materials
- Review and provide guidance on media materials for campaigns



Campaign support

- Act as project lead and communications/marketing person for one of the project's three campaigns
- Liaise with project partner organization to review campaign recommendations from the previous year and determine campaign focus and timing
- Collaborate and assist with strategy managers for the other two campaigns
- Develop the project plan and budget and have it approved
- Develop or revise the ad creative and arrange for new ad pictures to be taken
- Write and/or edit ad copy, key messages for advertising, websites and social media platforms
- Arrange for a post-campaign survey to be done; review and analyze the campaign results from the survey and the website
- Write a campaign report including improvement recommendations
- Work with team to ensure all aspects of campaign are delivered

Miscellaneous

- Review associated road safety data when it is available and keep project material and website up to date
- Deliver presentations to various stakeholders
- Attend campaign and stakeholder meetings
- Develop presentations and other materials as requested
- Review the outline, storyboard and drafts of the copy for online courses and provide feedback

Qualifications

- Bachelor's degree in communications, public relations, or marketing preferred
- A minimum of 10 years progressive, marketing, communications, and leadership experience (or equivalent combination of education and experience)
- Minimum five years' experience leading teams to meet required campaign objectives
- Successful track record in the development of integrated communication and campaign strategies and overseeing their implementation. This includes collaborating with team members and stakeholders to develop concepts, defining comprehensive requirements, crafting and executing well-defined project plans, and launching effective, measurable campaigns
- Familiar with digital marketing and communication tools
- Strong writing, editing, and public speaking and leadership skills
- Ability to form effective business relationships with team members and other organizations
- Confident and effective communication skills (written and verbal)
- Understanding of road safety challenges and issues and provincial road safety initiatives is a strong asset; familiarity with occupational health and safety issues is also an asset

To be considered for this opportunity, please send a cover letter and resumé by March 6, 2019 to:

Joan Glover, Program Director, Driver Education Centre

Email: jglover@jibc.ca

Phone: 604-528-5784