

Communication Specialist, Building SME Networks

About Us

The Immigrant Employment Council of BC (IEC-BC) is a dynamic not-for-profit that helps BC employers recognize the collective value immigrants bring to the workforce, positively impacting our society and economy. As a growing organization, our programs break down barriers that keep BC businesses from making full use of the diverse skills and experience immigrants bring. We help immigrants build a new life in Canada by creating pathways to employment and community engagement.

The Immigrant Employment Councils of Canada (IECC) national network team operates out of IEC-BC. The IECC National Network is a partnership of nine immigrant employment councils across Canada committed to work together to improve labour market attachment by connecting skilled immigrants with Canadian employers. Through its pan-Canadian scope and activities, the collective effort of the network aims to increase employer engagement, inspire new program innovations, and foster strategic partnerships to strengthen labour market outcomes for skilled immigrants across Canada. While Immigrant Employment Councils and their local partners across the country have long been collaborating and cooperating over the years, the formal network efforts kicked-off 2020 to further advance the collective forward-thinking leadership and vision of encouraging Canadian employers to recruit, hire, train, and retain newcomers at levels similar to that of other Canadians.

To be a part of an innovative and purpose-driven team that is building a prosperous and inclusive future for Canada, apply to join the team.

About the Role

We are seeking an optimistic, savvy communicator who is passionate about the power of design, digital content, writing, and creativity to make an impact in people's lives.

The specialist is responsible for communications and marketing activities for a new national SME employer engagement program. They will develop and implement communications campaigns, working closely with colleagues across IEC-BC, and other national partners collaborating on the project with their communications and marketing needs.

You will create content, key messages to various stakeholder and coordinate content and communication channel calendars. Finally, you will promote project events and respond to third-party vendor requests.

Reports to: National Network Project Manager, IEC-BC. This position is based in BC.

Duration: This is a part-time contract position to March 2024.

Responsibilities

Communications consultancy and planning

- Develop, implement, and measure marketing and communications plans and campaigns to raise awareness of the value of and recruit SME employer participants to the program activities.
- Provide strategic communications advice and support to the project team and network partners.
- Uphold brand standards: provide branding support and carry out quality assurance on partner communications materials.
- Provide communications advice and support to other emerging and special projects.

Collateral and content development

- Develop and produce communications materials in support of employer participant recruitment, local community partner and government relations and general employer engagement campaigns.
- Write and edit compelling content for the project websites, email, and social media channels.
- Coordinate the production of content and collateral with internal teams, national partners, and external vendors.
- Create multimedia content for the project digital channels.

Digital and social media

- Build digital and social media strategy and outreach plan to recruit and engage SMEs
- Carry out updates the project media channels as and when required.
- Implement digital marketing tactics to raise awareness of and recruit participants to the program.
- Contribute to and support with the management of social media channels.

Event production

- Co-deliver the quarterly design lab interactive workshops with the project team.
- Design the project presence at external events.

Monitoring and evaluation

- Measure and report on the results of communications activities and progress against targets in a timely manner.
- Other general communications duties as required.

Education and Core Competencies

- Strong marketing and communications skills, as evidenced by related post-secondary certification and/or work experience.
- Minimum 3+ years of experience working in marketing and/or communications.
- Excellent storytelling skills and the ability to create and produce compelling communications materials and tactics.
- Good planning and organizational skills, ability to think strategically and see the “big picture”.
- Good working knowledge of Adobe Creative Suite or similar design programs.
- Experience of working with CMS platforms, WordPress an advantage.
- Excellent copywriting, editing and proof-reading skills.
- Good visual eye, attention to detail.
- Experience in producing events.
- Strong relationship management and interpersonal skills.
- Advanced knowledge of social media and email platforms and how to leverage them in communications campaigns.
- Extensive experience in writing and designing effective email campaigns, familiarity with email segmentation.
- Strong analytical skills and experience in tracking communications outcomes and performance using analytics services and programs.
- Ability to be flexible in a fast-moving work environment, manage multiple projects, prioritise, and schedule tasks, and to take the initiative.

Desirable

- Experience in non-profit marketing and employer recruitment.
- Experience in the immigrant-serving sector or understanding of the issues immigrants face in finding appropriate employment.

How to Apply and Deadline

If you are an individual who thrives in a fast-paced, challenging work environment and want to join a diverse and collaborative team, this could be the position for you. Please submit a cover letter and resume by January 27th, 2022, to recruitment@iecbc.ca and quote “Communication Specialist - Building SME Networks” in the subject line.

We kindly ask for no phone calls. Due to the high number of applications received, only candidates who are selected for an interview will be contacted.