

National Communications Coordinator

Strengthening Employer Feedback Channels

Full-time

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 to the workplace and communities.

About the Role

The Immigrant Employment Council of BC (IEC-BC), in collaboration with local immigrant employment councils across Canada, has launched an innovative project aimed at enhancing employer engagement and promoting the integration of skilled immigrant talent into the Canadian labor market. We are seeking a creative and energetic Communications coordinator who will spearhead a robust communication strategy aimed at not only enhancing partnerships and collaborations but also deepening employer commitment and championing effective practices for the integration of skilled immigrant labor. This role is instrumental in shaping and driving a national communications campaign that amplifies employer and key system actor voices, informs immigration and settlement policies and programs, through effective dissemination of feedback and knowledge exchange emerging from the Feedback Forum activities.

Reports to: National Project Manager

Salary: \$60-65K per annum plus a competitive benefits package

Location: Vancouver, BC (Hybrid)

Key Responsibilities

Strategic Communication Leadership and Campaign Management:

- Develop and implement a visionary communication strategy that strengthens partnerships, deepens employer commitment, and advocates for the effective integration of skilled immigrant labor.
- Drive a national communications campaign that effectively amplifies the voices of employers and systemic actors, shaping public opinion and policy direction on immigration and workforce integration.
- Craft compelling content that effectively communicates the project's goals, outcomes, and impacts. This includes creating press releases, feature articles, blog posts, and success stories that highlight the project's achievements and the contributions of skilled immigrants to Canada's labor market.

Internal and External Communication:

- Serve as a key liaison between the project team, immigrant employment councils, employers, and other stakeholders.
- Ensure that communication flows effectively within the project team and across the broader network of partners and supporters.
- Oversee the design and production of digital materials, including infographics, videos, and presentations, that effectively convey complex concepts in a visually appealing and accessible manner.

Knowledge Dissemination and Social Media Promotion:

- Play a pivotal role in gathering, synthesizing, and broadcasting the valuable feedback and knowledge exchange from the Feedback Forum activities to inform and enhance immigration and settlement policies and programs.
- Manage the project's social media presence, creating and curating content that engages employers, skilled immigrants, and other stakeholders. Utilize social media platforms to promote events, share success stories, and foster a community of practice around immigrant labor market integration.
- Possess the ability to distill complex ideas and research findings into clear, concise, and engaging messaging that resonates with diverse audiences. This includes translating the intricacies of labor market integration and immigration policy into actionable insights for employers and other stakeholders.

Report Writing, Editing and Media Outreach:

- Lead the production of high-quality reports that summarize forum discussions, findings, and recommendations.
- Ensure that all communications are clear, engaging, and accessible to a broad audience, including employers, government officials, and the general public.
- Develop and maintain relationships with media outlets to increase the project's visibility and impact. Coordinate press events, media briefings, and interviews with key project stakeholders

Ideal Candidate

- **Creative and Strategic Thinker:** You are someone who can conceive and execute a visionary communication strategy that engages and mobilizes stakeholders across the spectrum.
- **Energetic and Proactive:** Your dynamism and initiative are infectious, capable of sparking enthusiasm and commitment among a diverse array of partners and collaborators.
- **Skilled Storyteller:** With exceptional narrative skills, you have the ability to craft compelling stories that highlight the success of skilled immigrants, thereby influencing public perception and policy.
- **Effective Collaborator:** You excel in a collaborative environment, working seamlessly with partners and stakeholders to champion the cause of skilled immigrant integration into Canada's labor market.

Qualifications

- Bachelor's degree in Communications, Journalism, Public Relations, or a related field.
- Minimum of 3 years of experience in a communications role, preferably within a nonprofit, public policy, or multi-stakeholder environment.
- Exceptional writing, editing, and verbal communication skills.
- Strong understanding of digital communication strategies and social media management.
- Experience in media relations and crafting press materials.
- Proficiency in digital design tools and content creation software.
- Demonstrated ability to manage relationships with a diverse range of internal and external stakeholders.
- Knowledge of Canada's immigration system and labor market dynamics is an asset.
- Bilingualism (English/French) is considered a strong asset.

How to Apply

Interested candidates are invited to submit their **resume and a cover letter** outlining their qualifications and experience related to the responsibilities and qualifications listed above. Please send your application by March 31st, 2024, to recruitment@iecbc.ca and quote "National Communications Coordinator" 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.