



CAREER OPPORTUNITY

DIGITAL COMMUNICATIONS SPECIALIST

ABOUT THE JOB

We are looking for a skilled and creative Digital Communications Specialist to be responsible for generating and maintaining positive public awareness of CMHA BC and its values and mission by enhancing its voice and presence through online and offline channels. Reporting to the Senior Manager, Communications, The Digital Communications Specialist develops and executes strategic communications campaigns to promote core CMHA programs and services and policy work as well as those of CMHA Branches or other agencies on a fee-for-service basis.

In this role you will:

- Develop communications plans and implement integrated campaigns and strategies for programs and services, including developing campaign budgets
- Project manage the implementation of large integrated communications campaigns involving external agencies and vendors
- Provide strategic guidance to program managers on communications initiatives
- Project manage the implementation of integrated communications plans, including project budget
- Oversee campaign execution from planning through to completion and analysis
- Evaluate the effectiveness of external relations campaigns and communicate results back to management
- Engage external suppliers, provide direction to them and supervise deliverables (photographers, videographers, creative agencies, website developers)
- Attend on location video and photo shoots to ensure messaging is in adherence to CMHA's mission, values, and branding guidelines
- Project manage the production of videos and provide guidance with third party vendors to ensure communication is accurate, relevant and consistent with CMHA's brand and overall corporate messaging and positions
- Develop and implement online communications strategy ensuring alignment with internal communications strategy and that it includes day-to-day content development strategy
- Plan, create and edit a variety of professional and engaging content such as videos, web copy, articles, blogs, social media content, marketing copy.
- Responsible for the organization's social media voice, including responses to questions, monitoring messages for people in crisis, with support from the Director, and referring to the most suitable resources and supports
- Manage CMHA's social media channels, including the management of a social media content calendar and developing content
- Prepare reports and analyze metrics for social media channels and adapt strategy as necessary
- Monitor media, social mentions and influencer activity to identify trends and recommend online strategies to internal clients
- Develop social media kits for key mental health and substance use dates, events, weeks and disseminate to branch EDs
- Develop, set up and manage paid marketing campaigns on a variety of platforms, including print, radio, TV, and online
- Create and edit a variety of content in support of internal communications initiatives such as videos and visual presentations.
- Provide backup media relations support as required.
- Develop fee-for-service quotes and proposals
- Liaise with clients and work with project leads to implement their creative vision and provide guidance and advice
- Prepare invoices for fee-for-service work

- Edit and disseminate information through Mind Matters e-newsletter and other emails and e-newsletters as required
- Participate in opinion research and analysis of public opinion
- Establish and maintain files and documentation in an appropriate and accountable manner according to established standards.
- Prepare regular media reports using media monitoring service
- Other duties as assigned

What you will bring to the role:

Education and Experience

- Bachelor's degree in public relations, marketing, journalism or similar field
- Knowledge of the principles and practices of strategic communications, social media strategy, marketing and promotion, branding and public relations
- Knowledge of mental health landscape in BC an asset
- Knowledge of specialized and personal computer systems, Internet, and software applications, particularly Adobe Creative Suite 5, Microsoft Office and website content management systems.
- Minimum 5 years proven experience as social media specialist or similar position such as digital marketing, communications, or marketing
- Experience in project management and execution of online campaigns and/or initiatives
- Experience developing and executing organic and paid digital campaigns, and have produced engaging, well-written multimedia content across all digital channels.
- Experience with social media and digital marketing content creation, including video creation and editing
- Assessing and prioritizing multiple tasks, projects, demands and deadlines
- A thorough understanding of current and emerging digital and social media platforms; keeps up-to-date with current developments and trends in digital communications and content knowledge.
- Attention to detail and commitment to follow-through
- Customer service skills
- Hands-on self-starter with a strong work ethic and a collaborative, team-oriented style as well as the ability to work independently
- Resourcefulness and innovation to solve problems
- Establishing and maintaining effective relationships and partnership with internal and external stakeholders
- Personal experience with mental health issues and services, through self or loved ones, is an asset in this role
- Prior experience working in the non-profit sector is also an asset

WORKING CONDITIONS

The work location is CMHA BC Division office in downtown Vancouver. The usual workweek is 37.5 hours. Most work is accomplished during 9am to 5pm business hours, although the candidate will need to maintain some flexible scheduling during weekends and evenings. Any overtime must be approved in advance. The Digital Communications Specialist is a unionized position under the The Health Services and Support – Community Subsector Association, Program Coordinator 2, Grid 38. Due to COVID-19, the position might be performed remotely for a temporary period of time.

HOW TO APPLY:

Please submit your resume along with a cover letter, clearly documenting how you satisfy the requirements outlined in this job posting to cmha.careers@cmha.bc.ca by 5 p.m. August 16, 2021. We regret that only short-listed candidates will be contacted to schedule an interview.

We are an equity employer and encourage applications from women, persons with disabilities, members of visible minorities, First Nations, Inuit, and Metis people, people of all sexual orientation and genders, and others who may contribute to our further diversification.