



CMHA BC Division
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Job Opportunity Senior Manager, Communications

ABOUT THE JOB

Canadian Mental Health Association BC Division is looking for a Senior Manager, Communications to manage internal and external communications, with BC Division and the CMHA Federation in BC, as well as media relations activities for CMHA BC. The Senior Manager, Communications reports to the Chief Executive Officer and manages three direct reports.

DUTIES and RESPONSIBILITIES

CMHA BC Communications Plan

- Develop a strategic communications and outreach plan that aligns and actions departmental, operational, and organizational goals.
- Liaise with CEO and department/ program leaders to create and manage work plans for communication projects and deliverables.
- Facilitate dissemination and understanding of CMHA National communication directives with BC Division office and CMHA branches in BC.
- Manage overall brand identity and work with CEO to protect organizational reputation.
- Manage and support the development and creation of all graphic materials design/edits/ creation requests from departments and programs in accordance with CMHA Brand Guidelines.
- Lead the creation of plain-language web content that is optimized for search engines.
- Manage all social media platforms such as Facebook, Instagram, and LinkedIn etc, to ensure consistent messaging that raises brand awareness and effectively engages the public.
- Develop internal publications such as newsletters, releases, email announcements, planned publications, on-line, intranet, video, special projects and assignments.
- Compile information and write collateral materials including presentations, briefing notes, speeches, backgrounders, newsletters, profiles, and articles for publication.

Media Relations

- Manage media relations and maximize opportunities on radio, TV and online to raise public awareness of key issues related to CMHA's programs and policy initiatives that address the mental health and substance use needs of British Columbians.

- Identify and liaise with CMHA BC spokespeople to prepare them for media appearances.
- Lead message development, pitch and announcement strategies.
- Develop strong relationships with local, regional, and national media.
- Track media stories of significant interest to CMHA BC and identify opportunities for public comment.
- Provide strategic media relations advice and robust issues management support.

Administration and Finance

- Lead the development of the annual Communications Department operating budget and ensure financial integrity is maintained.
- Manage and oversee the hiring, training and professional development of support staff within the communications department.
- Actively participate in CMHA BC leadership meetings to create solutions that advance the successful, efficient and effective communication and execution of CMHA BC programs and policy initiatives.
- Oversee work done by external contractors and suppliers for goods and services, managing risk and ensuring compliance.
- Regularly keep the CEO apprised of all pertinent issues, information for effective decision-making, and provide input for the preparation of annual short and long-range communication plans and briefing materials.

The Senior Manager, Communications has the responsibility for hiring, performance management, and discipline on their team.

ABOUT YOU

- Minimum Bachelor's degree in communications, journalism, English or a related field is required.
- Master's degree in a communications-related field is preferred.
- Minimum 3 years' experience leading a communications team or equivalent.
- Knowledge of mental health, social determinants of health, health equity, social justice and best practices for engaging people with lived or living experience.
- Proven ability to utilize, adapt and embrace new technologies. This includes Word, Excel and other database/software required by the role.
- Ability to prioritize and manage multiple projects with tight deadlines, concurrently.
- Strong working knowledge of media relations, marketing and branding.
- Knowledge of budgeting, cost estimating, fiscal management principles and procedures.
- Demonstrated experience with graphic design concepts and tools is an asset.
- Prior experience working within the non-profit sector is an asset.

Direct Reports

- External Relations Specialist (1)
- Communications Coordinator(2)

WORKING CONDITIONS

- The Senior Manager, Communications is an excluded role subject to the compensation reference plan of Health Employers Association of BC.
- This is a permanent full time position and 37.5 hours per week.
- Flexible working schedule – available in non-core hours relative to assignments.
- This is a management position and is not subject to regular overtime policies. Some flexibility required to travel.
- Performance will be reviewed annually by the CEO.
- Combination of working from home and working from office required.
- Candidate needs to be based out of our Vancouver or Victoria Office.

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 5pm on December 15, 2020.

ABOUT US:

Founded in 1918, The Canadian Mental Health Association (CMHA) is a national charity that helps maintain and improve mental health for all Canadians. As the nation-wide leader and champion for mental health and addiction, CMHA helps people access the community resources they need to build resilience and support recovery from mental illness and/or addiction.

We are an equity employer and encourage applications from 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.