



About the Greater Vancouver Board of Trade

Since its inception in 1887, the Greater Vancouver Board of Trade has been recognized as Pacific Canada's leading business association, engaging members to positively impact public policy at all levels of government and to succeed and prosper in the global economy. With a Membership whose employees comprise one third of B.C.'s workforce, we are the largest business association between Victoria and Toronto. We leverage this collective strength, facilitating networking opportunities, and providing professional development through four unique Signature Programs. In addition, we operate one of the largest (now virtual) events businesses in the country, providing a platform for Presidents, Prime Ministers, national and international business and thought leaders.

Position Description: Senior Manager, Communications– Full Time

We are seeking a creative and dynamic professional to lead our communications team as part of Western Canada's most active and influential business organization. Reporting to the Director, Advocacy and Stakeholder Relations, the successful candidate will be a strong writer with broad experience in communications, public affairs, and digital content creation.

You will be responsible for managing and growing the Board's digital presence, through various social media channels, including new visual and digital content creation. You must be a strong writer, comfortable supporting CEO communication as well as planning the editorial content and writing/editing our Blog and monthly publication, *Sounding Board*. You will have experience in media relations as well as preparing media advisories, releases, statements, and opinion pieces. To be successful in this role, you must be a self-starter who is curious, creative, and knows how to hustle. You also must be a team player who is comfortable working in a fast-paced environment, juggling multiple tasks and deadlines, and working with a wide array of departments and stakeholders. If this sounds like you, come join a team working to support sustainable prosperity throughout Greater Vancouver.

Duties & Responsibilities

Writing

- Responsible for editing internal and external communications, some examples include web content and event scripts.
- Manage the editorial content, write/edit all articles, for our monthly publication, *Sounding Board* and our newly launched blog.
- Support the CEO's communications including writing speeches, opinion pieces, letters, and Messages to Members.
- Writing, in collaboration with the Marketing Manager, the "Weekly Update" email, distributed to over 10,000 members and business leaders.

Digital

- Advance a digital-first content strategy to evolve the digital presence and communications of the Board of Trade.
- While maintaining the appropriate level of professionalism, grow the digital presence of the Board of Trade including but not limited to website and social media channels.



- Coordinate the production of multimedia products like videos, digital publications, and infographics.
- Work with the advocacy team and our in-house designer to turn research and writing into compelling reports.
- Staying up to date on current trends in design, social media, and video to help implement fresh ideas to tell our story and drive membership growth and engagement.

Media

- Prepare, edit, and distribute media advisories and invitations for Board of Trade events and announcements.
- Write news releases on breaking news or government policy announcements.
- Act as the main media contact for the Board of Trade, maintaining and nurturing important media relationships to drive media coverage.
- Prepare CEO in advance of media interviews.

Qualifications

Experience:

- A university degree in Journalism, Communications, or a related discipline.
- 5 to 7 years of experience in communications and/or journalism.

Preferred Experience:

- A strong multi-tasker who is creative, eager to learn, and excited to work with the team to elevate our company's brand assets and visual identity.
- Experience managing staff, leading a team and overseeing consultants (photographers, videographers, designers, etc.) would be an asset.
- Past experience creating digital video content for Facebook, Instagram, YouTube, etc. would be a welcome addition to our team — or a willingness to learn those skills and help us develop creative ways to communicate with our members.

Special Factors / Physical Demands

The standard work week is 40 hours. The successful applicant will need to maintain flexible scheduling as both early morning and evening membership events occur several times each month. The Greater Vancouver Board of Trade engages in multiple high-volume activities that require careful scheduling and often require last-minute changes. Occasional lifting of equipment is also required.

If this still sounds like you, please apply by submitting a cover letter and resume to careers@boardoftrade.com with the subject line “Senior Manager, Communications”.