



West Coast LEAF - Employment Opportunity Manager of Communications

(Application deadline: Sunday, October 24, 2021)

Bring your energy and passion for communications to West Coast LEAF!

Are you passionate about gender justice? Do you dream about transformative social change? Have you ever read content from a social justice organization and thought, "That call to action needs a boost!"? Would you like to work in a dynamic and collaborative environment that values learning, community, decolonizing, compassion, humility, and accountability? Good news: We are looking for you!

About Us:

West Coast LEAF is a BC-based non-profit organization dedicated to using the law as a tool to secure an equal and just society for all women and people who experience gender-based discrimination. We recognize that gender-based inequalities threaten the safety, well-being, and human rights of women (trans and cis), Two-Spirit people, intersex people, gender non-conforming people, trans people of all genders, and gender-diverse and non-binary people. We are committed to an inclusive and intersectional vision of feminism.

Using litigation, law reform, and public legal education strategies informed by community outreach and engagement, we apply an intersectional and inclusive feminist lens to our work across six issue areas: access to healthcare, access to justice, economic security, freedom from gender-based violence, justice for those who are criminalized, and the right to parent.

Our office is located in Vancouver on traditional, ancestral, and unceded Coast Salish homelands, including the lands of the xwməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), and səłilwətaʔl/Selilwitulh (Tsleil-Waututh) Nations. We recognize that we have an ongoing responsibility to seek transformation in our relationships with Indigenous peoples and lands across the province and Turtle Island.

West Coast LEAF believes our work is strengthened when our team reflects the diversity of the communities with whom we work. We especially welcome applications from members of communities experiencing structural discrimination, including Indigenous people; racialized people; trans, gender non-conforming, and non-binary people; Two-Spirit people; LGBTQ+ people; and people with disabilities. Applicants are welcome to self-identify in their cover letter to the extent of their comfort. All applications will be held in confidence and shared only with the hiring panel.

Learn more about our work and our history at westcoastleaf.org.

About the position

The Manager of Communications is an integral member of the staff team responsible for developing and executing the organization's strategic communications plan and related activities. This is a new full-time permanent position.

The successful candidate will contribute to the development, refinement, and expansion of the organization's communications capacities in new and forward-thinking ways while working within a supportive and collaborative environment. This is an exciting and energized moment at West Coast LEAF. We are looking to evaluate our current communications strategies and to revitalize our practices to be in closer alignment with our goals for decolonizing, reconciliation, and movement solidarity.

The position in detail

Reporting directly to the Director of Development and Engagement, the Manager of Communications is a key member of the fund development and engagement team at West Coast LEAF. Currently, the organization has an informal communications group consisting of four staff members. The Manager of Communications will advise on how to integrate this group into a new communications structure based on wise practices, organic workflows, and organizational priorities.

The Manager of Communications will lead the development of strategies to boost West Coast LEAF's visibility, impact, reputation, and relationality. We are looking for someone who will contribute research, development, design, and implementation of traditional and digital campaigns and materials that align with the organization's values, branding, and goals. To be successful in this role, you will have hands-on experience communicating about a variety of social justice issues, including but not limited to gender equality and gender justice.

The successful applicant will play a critical role in several large and exciting fund development and engagement projects currently underway, including managing the organization's website redesign, and collaborating on organizational rebranding, an accessibility audit, and the development of a new style guide. You will also have the opportunity to contribute to other significant and ongoing projects, including a multi-year strategic planning process that will inform the direction of the organization; staff discussion clubs on the topics of gender and decolonizing; an Indigenous Advisory; and upcoming campaigns related to transforming the child welfare system and a constitutional challenge to legal aid in BC.

You will work most closely with fund development staff, but you will collaborate with program staff across the public legal education, community outreach and legal program areas. You will occasionally work alongside operations and administrative staff, students, and volunteers, as necessary. West Coast LEAF's work takes place through deeply collaborative, team-based processes.

Core responsibilities

- Develop and implement a communications plan and strategies for the organization in collaboration with the Director of Development and Engagement, in consultation with other relevant staff
- Manage the communications activities of the organization, in consultation and collaboration with the Director of Development and other relevant staff
- Lead and manage the website redesign project in collaboration with an external designer and accessibility expert and other staff, as appropriate
- Draft and contribute to traditional and digital content for publication, including supporter emails, media releases, blog posts, newsletter content, and website content related to cases, projects, programs, and initiatives undertaken by the organization
- Support staff, the board of directors, and key volunteers in developing the organization's capacity for public and media relations and assist with media releases
- Work with other staff on drafting social media and website content and monitoring engagement and impact
- Provide promotional support for events, such as the annual Equality Breakfast fundraiser, annual general meeting, or other events from time to time

- Provide plain language review and/or copy editing on public legal education and information materials from time to time
- Co-lead the recruitment, training, and supervision of communications volunteers
- Generally contribute to the standing of the organization in the community

Essential qualifications

- Three-to-five years of education and/or experience working in a non-profit setting, in communications, digital campaigning, or fundraising, preferably related to social justice issues, law, gender studies, or other relevant areas
- Experience with WordPress websites
- Exceptional relationship building skills and experience working with diverse populations; experience in stakeholder relations is an asset
- Culturally and emotionally sensitive and an intelligent verbal communicator
- Strong persuasive writing skills, with an ability to translate formal materials into plain language and to prepare materials that meet accessibility standards
- Strong editing and proofreading skills (written English)
- An understanding of and experience with digital campaigns in the service of issue advocacy and/or movement building
- Proficiency and effectiveness with online platforms, digital engagement tools, technology, and computer applications, including Microsoft Office Suite, Adobe Creative Suite, Google, Canva, and other relevant platforms and programs
- Project management skills, ability to manage complex projects and shifting timelines

The ideal candidate will also have:

- Experience communicating applying an intersectional feminist lens
- Basic coding skills for WordPress
- Experience managing a website development or redevelopment process
- Knowledge and understanding of ethical storytelling guidelines
- Experience monitoring and implementing wise social media practices
- Experience supervising and supporting staff, interns, and volunteers
- Experience with event planning and promotion
- Videography, visual arts, and/or design skills
- Ability in languages other than English

Personal qualities

- Exercises sound judgment, accepts responsibility, and treats others with respect
- Approaches learning with curiosity and humility
- Comfortable with giving and taking direction in a collaborative environment
- Shows initiative and collegiality; motivates and encourages others
- Demonstrates flexibility, perspective-taking, and reliability
- Has a passion for human rights and social justice

Working conditions and accessibility

- 37.5 hours a week between Monday and Friday, with very occasional evening or weekend work, as required. We are open to discussing flexible work week arrangements.
- This position is normally based at our office in downtown Vancouver. Due to the Covid-19 pandemic, all staff are working from home with the option (but not requirement) for occasional in-person work in compliance with WorkSafeBC guidelines. We will re-evaluate our needs and provincial health conditions early in 2022. Some form of flexible arrangements are expected to continue.
- You will be provided with the tools and equipment you need to comfortably work from home and fully participate and collaborate on solo and shared work.
- Our downtown Vancouver office is one level, with elevator access. There is a ramp from the street level to the lobby with elevator access. Restrooms on the same floor as the office space are currently gendered. The accessible restroom is on another floor that can only be accessed by using the elevator. The kitchen is accessible to all staff and doorways throughout are wide enough to accommodate wheelchairs. There are Covid protocols in place in the building. There is a locked bike cage in the basement parkade.
- The office is close to major transit routes, including the Sky Train, Canada Line, and numerous Translink bus routes. Pay parking is available nearby.
- The office is closed between Christmas Day and New Years Day.

Compensation

West Coast LEAF seeks highly qualified applicants and offers a competitive salary commensurate with experience, in addition to a generous benefits and vacation

package. The salary range is \$62,500 to \$68,500 with room for salary growth over the lifetime of the position.

Anticipated start date

Interviews for this position will be held via videoconference in late October or early November with an ideal start date of late-November 2021

Application Process

Please submit your resume, a cover letter, and a brief writing or project sample to careers@westcoastleaf.org (in one combined PDF preferred). Applicants are welcome to submit a two-to-three-minute video introduction in place of a traditional cover letter, if desired. Please direct your application to the attention of: Basya Laye, Director of Development and Engagement, and use the reference "Manager of Communications application" in the subject line. **Applications are due no later than Sunday, October 24, 2021, at 11:59 p.m. PST.**

We thank all applicants for your interest. Only those selected for an interview will be contacted. We will be reviewing applications and offering interviews on a rolling basis. Applicants are encouraged to apply early.

West Coast LEAF is committed to employment equity, and we strongly encourage and welcome applications from all qualified candidates, including members of communities that have been underrepresented, those who have lived experience in place of academic qualifications, and who will contribute to the rich diversity of the organization, its language, knowledges, and learning. You are welcome to self-identify, should you feel comfortable doing so, in your cover letter or video introduction, and you are invited to share how your lived experience informs your work and your approach in this position.