

## EMPLOYMENT OPPORTUNITY

### Communications Officer (Regular / Full-time)

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*HSA is committed to recruiting and retaining diverse staff and encourages people who experience marginalization (including but not limited to Indigenous Peoples, racialized/people of the global majority, women, people with disabilities, 2SLGBTQIA+, gender diverse, newcomers, and diverse faiths) to apply for career opportunities within our organization.*

*HSA recognizes the efforts of our employees and is committed to excellent compensation, superior benefits, and ongoing recognition to maintain work/life balance.*

#### WHO WE ARE

The Health Sciences Association of BC (HSA) is a dynamic union delivering modern health care to British Columbians. HSA represents more than 20,000 health science and community service professionals at over 265 hospitals and agencies in acute care, long-term care and community health across the province. In addition to negotiating collective agreements for its members, HSA works to preserve and promote public health care in Canada through campaigns and affiliations. For more information about HSA, please visit our website at [hsabc.org](http://hsabc.org).

#### WHAT WE ARE LOOKING FOR

HSA is looking for an experienced individual to fill the regular, full-time position of Communications Officer in the Strategic Communications and Member Development Department at its office in New Westminster, British Columbia. Reporting to the Director of Campaigns and Communications, this position performs a variety of functions related to setting and meeting communications and organizational objectives of HSA, including supporting the work of committees of the union's Board of Directors. The position requires hands-on technical skills as well as the ability to manage multiple projects simultaneously, in a fast-paced, collaborative environment.

#### DUTIES AND RESPONSIBILITIES

- **Tell the story of HSA and our members:**
  - Write, edit, design, and produce a wide range of communications products with a focus on storytelling and strategic messaging to advance the union's objectives: email bulletins, newsletters, presentations, interviews, reports, memos, speeches, articles, media releases, opinion editorial and social media content.
- **Make complicated stuff easy to understand:**
  - Develop talking points and strategic message guidance on key issues to support member communication, media relations and government relations, and lead on media monitoring.

- **Make HSA and our members stand out:**
  - Design print and digital materials including leaflets and publications, images, and social media shareables.
  - Produce and edit video and photography suitable for use across HSA's array of print and digital platforms.
  - Maintain the union's web site by creating and updating pages, sections, and features, and working with other communication staff to produce online content.
  - Develop and maintain HSA's presence on social media, increasing the overall profile of the union to our members and the public on existing and emerging platforms.
  - Develop and manage existing and emerging digital tools for member engagement, storytelling, campaigns and organizing.
- **Strengthen HSA's relationships and capacity:**
  - Support HSA's government relations strategy through lobbying, advocating, and raising visibility of issues which advance the union's strategic priorities.
  - Support implementation of the union's public opinion research.
  - Liaise with other unions, media, relevant organizations, and elected officials on behalf of HSA.

## QUALIFICATIONS & REQUIREMENTS

Applicants must possess the following qualifications:

- College or university degree/diploma in communications, journalism, labour studies, social sciences, English, or related discipline.
- A minimum of five years' professional experience providing communications support to campaigns.
- Exceptional skills in writing and strategic communication, with experience managing complex communications issues and developing communications plans and campaigns.
- Advanced skills in current tools for print and digital design work, video editing and photography.
- Proficiency in InDesign, Photoshop, and Illustrator.
- Proficiency in development of sharable graphics in online social media.
- Knowledge of and experience with web-based communication applications.
- Must show capacity for innovation, idea generation, strategic thinking, and decision-making.
- Experience leading, coordinating, and participating in multiple project teams.
- Strong interpersonal skills with ability to work independently and in a team, including volunteers.
- Strong organizational and time-management skills and the ability to work under tight deadlines and pressures, with scrupulous attention to details.
- Understanding of trade union principles and community organizing techniques.
- Demonstrated commitment to equity, diversity, decolonization and inclusion.
- Ability and willingness for travel and field work across the province is anticipated and expected.

**SALARY RANGE:** \$111,079.28 to \$127,932.68 annually, based on a 36.83-hour work week as per the HSASU/HSA Collective Agreement. Most new hires are initially placed at the starting salary with set progressions to the maximum.

In addition to a competitive salary, HSA offers a generous total compensation package that includes extended health and dental benefits, life insurance, income protection, pension plan, wellness and Employee Assistance programs, commuting support, and educational opportunities. Please note that eligibility is based on employment status.

## HOW TO APPLY

If you are interested in applying for this opportunity, please email your cover letter and resume outlining how your qualifications meet the position requirements to [hr@hsabc.org](mailto:hr@hsabc.org), referencing posting number **SCMD-COM-R0724** and position title in the subject line.

**Closing Date: July 25, 2024**

*No phone calls please.*

*We thank all applicants for their interest and advise that only those shortlisted will be contacted.*