



**MOOSE HIDE
CAMPAIGN**

**CAMPAGNE
MOOSE HIDE**

JOB TITLE: COMMUNICATIONS OFFICER

Salary: \$70,000 - \$80,000/year depending on experience

POSITION SUMMARY/ OBJECTIVE

The Communications Officer works to spread the Moose Hide Campaign's message of men and boys standing up against violence towards women and children. The successful candidate will use all contemporary communications channels to improve the reach of this message. They will develop, implement, and evaluate Moose Hide Campaign's (MHC) communications plans to meet the MHC's strategic goals. They will understand messaging, media relations, social media, and content creation, and be able to manage subcontractors as required. The successful candidate must understand the drivers and dynamics of creating effective awareness and engagement campaigns. They must also have a good grasp of Indigenous issues and reconciliation, social wellness, and gender issues and dynamics.

ROLE AND RESPONSIBILITIES

- Maintains a knowledge of MHC's vision, mission, strategy, and activities.
- Prepares and maintains MHC key messages.
- Supports MHC staff to ensure public message delivery through media relations coaching.
- Works in collaboration with MHC's core team to produce and execute communications plans for MHC events and educational programming.
- Manages MHC's social media channels, including building content calendars, and producing content.
- Maintains the MHC website.
- Develops and maintains relationships with journalists to cover MHC events and ongoing work across the country.
- Engages with grassroots MHC event coordinators and participants (events could be online or in person), to improve earned media penetration and message delivery for their event, as well as gather stories from local MHC events.
- Coordinates outreach to allied organizations to maximize impact of MHC message and events.
- Supports the writing and placement of letters, op-eds, blogs, and other short pieces from the MHC leadership team.
- Manages MHC's communications budget and subcontractors required to implement MHC communications plans.
- Monitors media and social media on the MHC to track success of communications plans.
- Supports communications requirements of the MHC as required.
- Other duties as required.



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QUALIFICATIONS AND EDUCATION REQUIREMENTS

- 2-5 years of experience in communications.
- Understands what makes a good story.
- Excellent oral and written communications skills in English. French or other language(s) an asset.
- Strong research skills and ability to translate complex issues into clear and simple messaging.
- Good understanding of social and legacy media.
- Experience working with innovative online communications platforms and approaches.
- Experience handling and communicating complex subjects.
- Knowledge, experience, and understanding working in an Indigenous context.
- Able to plan strategically and act intuitively and quickly in order to efficiently provide journalists, supportive politicians and other players with material to ensure they recognize and support our campaign objectives.
- Demonstrated ability to develop high impact, low budget communications strategies with measurable results.
- Well organized; able to effectively multitask while maintaining professionalism and composure.
- Able to prioritize and manage time effectively, and to balance competing demands and priorities in a fast-paced environment.
- Ability to work within a team.
- Proficiency in Microsoft applications.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.

The Moose Hide Campaign's offices are located in the Songhees Innovation Centre on the traditional territory of the Lekwungen (Songhees) People. Our preference is for a Victoria-based candidate. However, there is the option for the successful candidate to work remotely.

Only short-listed candidates will be contacted.

Please email your resume and cover letter to the following:

To: David Stevenson, CEO – Moose Hide Campaign

Attention: Rosy Hartman, Director of Operations

Email: rhartman@moosehidecampaign.ca

Deadline: Open Until Filled