



EST. 1989
VIRCS

Communications Manager, Leading Change for Resilient Communities

Reports to: Manager, Multicultural and Anti-Racism Programs, Victoria Immigrant and Refugee Centre Society
Status: Full-time: 30 hrs/week at \$27/hr
Term: August, 2022 - June 31, 2023, with possible extension

How to apply:

Submit a cover letter and resume to jhurtig@vircs.bc.ca before noon August 5, 2022.

Please include in your cover letter the following:

- An explanation of why you would like to work on anti-racism programming
- A description of one Anti-Racism learning resource you have found online

Please write in email subject line *LCRC Communications Manager 2022*

Program Description:

The Leading Change for Resilient Communities (LCRC) program will operate in rural BC communities and create new opportunities for employers and community members to learn more about the prevalence and impact of racism and hate. The LCRC Team will work with partners to develop new anti-racism workplace resources and a team of locally based, anti-racism community trainers. The program will collaborate with rural members of the [Resilience BC Anti-Racism Network](#).

The Victoria Immigrant and Refugee Centre Society (VIRCS) operates in the territory of the ləkʷəŋən People and acknowledges that the Songhees and Esquimalt Nations have been stewards of this land since time immemorial.

Primary Accountability:

This LCRC Communications Manager will report to the VIRCS Multicultural and Anti-Racism Program Manager.

Role and Responsibilities:

- Develop and implement a branding and communication strategy
- Develop and implement a social media strategy
- Design promotional materials
- Participate in the design of an E-learning platform
- Draft media releases and opinion pieces
- Liaise with media
- Track regional, provincial and national media
- Other duties as required

Required Skills and Experience:

- Strong understanding of the history of systemic racism in Canada and BC and its ongoing impact on Indigenous communities, People of African Descent and other racialized communities impacted by racism and hate;
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills;
- Extensive graphic design experience;
- Strong knowledge and understanding of current trends in digital media/social media;
- Experience with targeted social media campaigns;
- Extensive experience managing excel databases;
- Strong organizational skills and attention to detail;
- Strong capacity to build and maintain positive, professional relationships while working remotely;
- Creative ability to problem solve and adapt strategies while maintaining fundamental programming objectives;
- Cross-cultural awareness that enables the ability to engage positively and respectfully with people from diverse ethnic, cultural, and religious backgrounds.

Additional Information:

- This work can be done online or in a group setting at the VIRCS, office primarily during regular work hours. Scheduling flexibility, including evening and weekend work, is required.
- This position offers vacation and health benefits

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