



EST. 1989  
**VIRCS**

## Communications Manager, Leading Change for Resilient Communities

**Reports to:** Manager, Anti-Racism Initiatives, Victoria Immigrant and Refugee Centre Society  
**Status:** Full-time: 30 hrs./week at \$27/hr.  
**Term:** February 20, 2023 – February 19, 2024, with possible extension

### How to apply:

Submit a cover letter and resume to [tonib@vircs.bc.ca](mailto:tonib@vircs.bc.ca) **before noon February 13, 2023.**

Please include in your letter the following:

- An explanation of why you would like to work on anti-racism programming.
- Three online workplace equity social media feeds of interest.
- A description of one Anti-Racism learning resource you have found online.

Please write *LCRC Communications Manager 2023* in the email subject line.

### Program Description:

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

### Primary Accountability:

This position reports to the VIRCS Manager, [Anti-Racism Initiatives](#) and is accountable to the Resilience BC Hub team who is co-managing the Leading Change for Resilient Communities and the Resilience BC Hub programs.

### Role and Responsibilities:

- Update and implement communication plans
  - Develop and implement a social media strategy
  - Design and coordinate development of promotional materials
  - Write content for LCRC webpage
  - Lead on branding and/or formatting on external communications
  - Ensure proper branding and signoffs are achieved on all public facing communications
- Update and implement the Rural Workplace Employers Engagement Strategy
- Organize media roundtable(s)
- Support the design of an online learning platform
- Draft media releases and opinion pieces
- Coordinate the tracking of regional, provincial, national and social media
- Liaise with the LCRC Program Coordinator on communications with Governance Committee.
- Coordinate with Resilience BC Hub team on communications, as requested.
- Contribute communication-related updates to reports.
- Assist in planning the in-person training, as required.
- Other communications activities as required.



250-361-9433



[info@vircs.bc.ca](mailto:info@vircs.bc.ca)



[www.vircs.bc.ca](http://www.vircs.bc.ca)



[@vircs.bc](https://www.instagram.com/vircs.bc)

Victoria Immigrant & Refugee Centre Society (VIRCS)

1004 North Park Street

Victoria, BC

V8T 1C6

Business No. 892568785RR0001



**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;
- 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.

**Asset Qualifications:**

- Degree or diploma in Communications, Journalism or similar area of study.
- Experience in the private sector or with private sector partners;
- Cross-cultural awareness that enables the ability to engage positively and respectfully with people from diverse ethnic, cultural and religious backgrounds.

**Additional Information:**

- Work is performed both online and in a group setting at VIRCS primarily during regular work hours. Scheduling flexibility, including evening and weekend work, is required.
- This position offers vacation and health benefits.
- Some travel may be required.

**How to apply:**

Submit a cover letter and resume to [tonib@vircs.bc.ca](mailto:tonib@vircs.bc.ca) **before noon February13, 2023.**

Please include in your letter the following:

- An explanation of why you would like to work on anti-racism programming.
- Three online workplace equity social media feeds of interest.
- A description of one Anti-Racism learning resource you have found online.

Please write *LCRC Communications Manager 2023* in the email subject line.