



# VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

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**Job Title:** Communications and Media Relations Specialist  
**Department:** Communications and Community Engagement  
**Date prepared:** January 2022  
**Supervisor:** Manager of Communications and Digital Engagement

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## **About Victoria Foundation:**

Victoria Foundation connects people who care with causes that matter. We inspire giving. We care for the assets entrusted to us. And we invest in the people, ideas and activities that strengthen our community. Since 1936, Victoria Foundation has received charitable gifts, managed sustainable, income-earning funds, and distributed more than \$300 million to charities locally and across Canada.

Victoria Foundation engages and collaborates with a wide network of partners including individuals, families, business representatives, professional advisors, and others. We are Victoria's community foundation. The Victoria Foundation provides leadership by inspiring giving, by thoughtfully caring for the assets it is entrusted with and by investing in people, ideas and activities that strengthen our communities.

## **Job Summary:**

Reporting to the Manager of Communications and Digital Engagement, the Communications and Media Relations Specialist is responsible for developing plans, ensuring the organization is producing excellent and engaging content, and measuring results. The Communications and Media Relations Specialist will work on communications and marketing plans with internal departments to create measurable results and resonate with the specific target audiences.

Storytelling and content creation is at the core of this position including (but not limited to) press releases, blogs, videos, advertisements, and social media posts. The content should be tied directly to a communications and marketing plan.

This position requires a strong writer who produces engaging content for a variety of diverse audiences. Accuracy, attentions to detail and proof-reading are integral skills required in this position.

The Communications and Media Relations Specialist also supports the organization's media relations goals by building strong relationships with members of the media, proactively providing content to the media, and supporting media with their requests for information and

interviews. The Communications and Media Relations Specialist is also responsible for event support as required.

## **Responsibilities:**

### Communications and Marketing Planning

- Provide input and support for the annual communications plan for the Victoria Foundation.
- Collaboratively work with internal departments on communications and marketing plans for specific initiatives.
- Measure the content effectiveness in relation to the communications and marketing plans.
- Provide communications coaching and media guidance to members of the Victoria Foundation team.

### Media Relations

- Develop and maintain strong relationships with members of the media locally, provincially, and nationally.
- Act as a key contact for local media, creating media releases and other content to generate interest in work of the Victoria Foundation.
- Perform media monitoring and reporting tasks.

### Storytelling and Content Creation

- Create and distribute engaging content in appropriate brand voice through a variety of channels, including social media and online assets to diverse target audiences.
- Support the monthly development of a podcast with an external host.
- Support the production of Vital People content through television and print, and other paid advertising sources.
- Create written materials for a variety of audiences and in a variety of formats.
- Produce engaging videos and photos for use on our website and social media feeds.
- Draft presentations and speaking notes in concert with various teams and departments.
- Support the production of key communications pieces such as Pulse magazine, Vital Signs, marketing collateral and other material as required.

### Event Support

- Write speaking notes and create materials as required for events and community engagement activities.
- Support the development of community engagement strategies with internal departments and our partners.

- From time to time, represent the Victoria Foundation at community events

#### Other initiatives

- Support other members of the communications team and Victoria Foundation team as required to achieve results in a team environment.
- Proof-read documents for accuracy and brand voice consistency.
- Complete administrative tasks as required to support the department and the organization.
- Other duties as assigned.

#### **Education and Experience:**

- Bachelor of Arts in Communications/Public Relations/Journalism and/or a Diploma in Public Relations with combined recent, related experience.
- A minimum of 2- years of experience working in communications or as a member of the media.
- Experience writing exceptional content with strong attention to detail with proof-reading skills.
- Demonstrated experience managing the planning, production, and distribution of a broad cross-section of communications tools and channels, managing a marketing campaign is an asset.
- Experience with media relations through multiple channels including broadcast, print, and online.
- Previous involvement in philanthropy and the non-profit sector is desirable.
- Familiarity crisis communications planning and execution is an asset

#### **Other desired qualifications:**

- Strong organizational skills, superior time management skills, and the ability to juggle multiple tasks at once.
- Ability to build strong relationships and demonstrate problem-solving skills.
- Self- directed, motivated to work individually and as part of a collaborative professional team.
- Proficiency in MS Office.

Candidates must be willing and able to exhibit:

- A genuine commitment to the mandate and values of the Victoria Foundation.
- High level of professionalism, confidentiality, diplomacy and tact and ability to engage with a wide range of contacts to represent the Foundation.
- Respect for listening, learning, and acting on reconciliation, diversity, equity, and inclusion.

Please note this position may enjoy a combination of office based and remote work.

Victoria Foundation is committed to ensuring a diverse and inclusive environment as an equal opportunity employer. We believe it is our unique and individual differences that make us strong; and this is also a reflection of the communities we care for and serve.