



### **Communications Director (Vancouver, BC)**

The Wilderness Committee is looking for a visionary leader who brings both passion and strategic firepower to our mission for environmental justice to become part of our dynamic and diverse team across the country. This is a hybrid position based out of our Vancouver offices, and is a **permanent, full-time position based on a Monday to Thursday, four-day, 32-hour work week.**

The Wilderness Committee is a grassroots, people powered wilderness preservation group with a history of 45 years on the front line of environmental battles across Canada, with offices in Vancouver, Victoria, Winnipeg and Toronto. Recognizing that enshrining Indigenous rights and title is fundamental to addressing the biodiversity and climate crises, we have worked to protect millions of hectares of wilderness, defend the most at-risk species in government offices and court rooms, and tirelessly fight irresponsible fossil fuel development wreaking havoc on the climate as we advocate for a just transition to a post-carbon society.

The Communications Director is a senior organizational leader pivotal in developing and executing an annual communication and marketing plan, with strategies that align with the organization's mission and values, and increase the reach and impact of our work. As lead of the communications team, they manage, direct, curate and deliver a broad range of communications services and foster collaborative change. They oversee the organization's brand, content, messaging, tone, voice and style to ensure consistent, compelling, up-to-date, engaging content in all communication materials.

As the successful candidate, you see communications not just as messaging, but as a force for change — you can shape narratives, elevate frontline voices and expand the reach and impact of our work. You are a strategic thinker with a passion for storytelling, brand building and audience growth. You know how to turn complex issues into clear compelling messages that move people to action. You're equally comfortable crafting a media strategy, guiding a digital campaign, overseeing video production or preparing a spokesperson for a national media interview.

You bring deep experience across journalism, digital communications and multimedia and you're excited to lead a talented team. You'll manage, mentor and empower staff — building a collaborative, creative, high-performing communications team to support our mission-driven campaign work. You'll champion our brand, expand our visibility and drive powerful marketing and communications initiatives that strengthen public understanding, engage supporters and support advocacy wins. Most importantly, you care deeply about environmental justice, and believe in communicating with authenticity, integrity and impact.

#### **As the Wilderness Committee Communications Director, it's your responsibility to...**

- Develop and execute an integrated, organization-wide annual communications plan that elevates our mission, advances environmental justice, increases our reach and strengthens our brand across all platforms
- Lead and inspire the communications team, providing mentorship, coaching and performance support to foster a collaborative, innovative, high-impact culture
- Establish and drive a multi-channel brand marketing strategy to grow our grassroots base, strengthen brand identity across key audiences, ensure consistency, monitor and evaluate growth and make recommendations for improvement

- Oversee media relations, including proactive pitching, spokesperson training and preparation, identify strategic opportunities to enhance our visibility, cultivate relationships and build trust
- Drive digital strategy and growth, ensuring our website, social media, email and multimedia content effectively reach, engage and expand diverse audiences and bring our work to life
- Ensure consistent, high-quality storytelling that translates complex issues into compelling narratives that inspire public action
- Monitor, evaluate, and optimize communications performance, using analytics and audience insights to improve the donor and activist journeys, and increase reach, engagement, and effectiveness
- Collaborate across departments to support campaign advocacy, production design and fundraising teams with strategic communications advice, content and messaging
- Safeguard organizational voice, tone and reputation, ensuring accuracy, clarity, and alignment across all external communications.

**You will have...**

- A university degree in a relevant discipline such as communications, journalism or marketing, and equivalent work experience
- At least 5 years' experience as an environmental advocate, with a strong personal commitment to communicating social and environmental justice
- At least 3 years' experience as a manager, team leader or program coordinator with proven people leadership and management skills
- At least 5 years' experience in non-profit communications including developing strategies to grow audiences, increase reach and impact of mission work and improve organizational brand recognition, integrity and credibility
- Knowledge of provincial and federal environmental issues and the political, economic and social landscape
- An understanding of the principles of justice, equity, diversity and inclusion, as well as an understanding of decolonization and reconciliation principles in the Canadian context, and an ability to self-reflect on power and privilege and apply these principles in your work
- An excellent communicator with demonstrated public and media spokesperson skills
- Excellent interpersonal skills with proven record of building relationships, networking with other organizations, First Nations, media, and government
- Ability to manage multiple competing priorities effectively
- Knowledge of the use of photography, videography, graphic design and other visual elements for compelling storytelling and social change
- Thorough knowledge of multi-channel digital marketing strategies for acquisition, experience developing digital advertising content and tracking results
- A strong capacity for picking up technical platforms, any experience using CMS and CRM platforms, digital action tools, social media platforms, scheduling tools, HTML, graphic design and so on an asset

**You will be...**

- Passionate about the Wilderness Committee's mission and core values
- Analytical, creative, and used to thinking outside the box
- Able to handle a large volume of work, with excellent organizational skills and the ability to prioritize multiple tasks
- A self-initiated problem solver who is reliable and enthusiastic
- Adaptable and flexible to work in collaboration with others as well as independently
- Committed to creating a positive and healthy workplace environment
- Able to handle flexible hours including occasional evening and weekend work

**Salary:** \$85,712 annually

**The Wilderness Committee is committed to employment equity as an ongoing process. We encourage qualified applicants from underrepresented groups, including women, Indigenous persons, racialized communities, persons with disabilities, and members of sexual or gender minority groups.**

**Conditions of employment:** This is a full-time, permanent position. While an out-of-scope, non-unionized position, management at the Wilderness Committee receive benefits similar to those in the Collective Agreement, including annual paid vacation time, an additional year end closure, comprehensive medical and dental benefits, a health savings account and a retirement saving plan. The Wilderness Committee has a 4-day, 32-hour work week, with a hybrid workplace Model.

**Closing Date:** Monday, February 9th at 4:30pm Pacific Time or until we find the right candidate. Interviews will be held on a rolling basis. If you are interested and have a combination of skills and experience that make you a qualified candidate, please reach out to the Executive Director at [hiring@wildernesscommittee.org](mailto:hiring@wildernesscommittee.org) for more information and a complete job description, or include a cover letter and resume to apply. We look forward to hearing from you.