

JOB DESCRIPTION – Communications Specialist

Organization: Hiyám Housing
Position Status: Full-time (40 hours per week)
Primary Office Location: Administration Office, North Vancouver

Background

Founded in 2019 by Squamish Nation, Hiýáŕ ta Skwxwú7mesh Housing Society is the not-for-profit organization responsible for building and managing affordable housing on behalf of the Squamish Nation for our members. Hiýáŕ means “to return home or to come home,” a name so beautifully and aptly given to describe our hopes and dreams to Bring the Squamish People home.

Position Overview:

The Communications Specialist is responsible for developing, executing, and maintaining communication strategies that enhance Hiýáŕ’s brand, reputation, and outreach. The role works closely with internal departments to create content that engages, informs, and inspires both internal and external stakeholders. Building on the Nation’s housing story, this position collaborates with the Squamish Nation for key housing communications.

Key Responsibilities:

- Content Creation and Management:
 - Develop, write, and edit a variety of content, including press releases, newsletters, blog posts, social media posts, speeches, letters, presentations, podcasts, and website copy.
 - Ensure all communications are aligned with the company’s strategic plan, Squamish Nation values, branding and messaging.
- Media Relations:
 - Build and maintain relationships with media outlets, journalists, and influencers.
 - Manage press inquiries and coordinate interviews, statements, and press conferences.
- Social Media Strategy:
 - Manage and create content for the company’s social media platforms (Facebook, Twitter, LinkedIn, Instagram, etc.).
 - Monitor and respond to social media engagement, ensuring timely and professional communication.
- Partner Communications:
 - Develop communication strategies and materials in collaboration with Squamish Nation and Nch’kay Development Corporation (economic development arm of

Squamish Nation) that are guided by the priorities set out in the Squamish Nation generational plan, Squamish Nation strategic plan, and Hiyám's strategic plan.

- Brand Management:
 - Ensure consistency in messaging across all communications channels.
 - Ensure adherence to brand guidelines.
- Community Engagement:
 - Assist in planning and promoting community events, and ceremonies.
 - Coordinate logistics and create event materials, invitations, and promotional content.
 - Organize and oversee internal events or announcements (e.g., town halls, newsletters, employee updates).

Qualifications and Experience

Experience:

- Excellent Writing and Editing: Ability to produce clear, concise, and compelling content for a wide range of platforms, ensuring alignment with the company's branding and messaging.
- Media Relations Expertise: Experience working with the media, managing press inquiries, and building relationships with journalists.
- Social Media Savvy: Expertise in managing social media platforms and using analytics tools to track engagement and optimize content strategy.
- Project Management: Ability to plan, prioritize, and execute multiple projects simultaneously while meeting deadlines.
- Creative Thinking: Ability to develop innovative communications strategies and creative content that stands out.
- Experience developing clear, composed messages during high-pressure situations.
- Collaboration and Teamwork: Able to work cross-functionally with various departments in Hiyám Housing, Squamish Nation and Nch'kay, to achieve common communication goals.
- Attention to Detail: Strong ability to proofread and ensure all content is error-free and polished.

Qualifications

- Bachelor's degree or equivalent experience in Communications, Public Relations, Marketing, Journalism, or a related field.
- Several years experience in a communications, public relations, or marketing role, preferably in a First Nations, corporate or not-for-profit setting.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).

- Familiarity with design software e.g., Adobe Creative Suite, Canva, WordPress, and content management tools is preferred.
- Previous involvement in developing and executing communication plans and supporting engagement initiatives.

Salary and Benefits

As well as a competitive base salary dependent on the number of years of experience, we also offer corporate benefits.

- A generous compensation package which includes extended health and dental benefits and a superb pension plan
- Access to professional development funds and opportunities for career development
- Annual salary range \$80,000- \$85,000

Your cover letter and resume should be submitted as one document and emailed to HR at jgontier@hiyamhousing.com

CLOSES: Open until filled.