

**Job Title:** Director of Communication and Engagement

**Organization:** Hiyam Housing

**Location:** Admin Office, North Vancouver

**Reports To:** CEO

**Employment Type:** Full-Time

## Position Summary

The Director of Communications and Engagement is as a strategic leader overseeing Hiyam Housing's communication plan, staff and engagement efforts. This position is integral to advancing the organization's mission to build and manage safe, affordable, and inclusive housing by increasing public awareness, fostering community trust, and supporting critical strategic initiatives. The Director is responsible for respectful collaboration with the Skwxwú7mesh (Squamish) Nation, ensuring all communications honor their values and protocols. The role also supports the long-term goal of bringing the community home within generation, by leading engagement for new housing initiatives and overseeing efficient delivery of current housing programs through proactive and meaningful communication.

## Key Responsibilities

### Strategic Communications

- Develop and execute a comprehensive communications and engagement strategy that aligns with the organization's strategic objectives and priorities.
- Serve as brand steward, maintaining consistency across all platforms and materials.
- Ensure all communications demonstrate respect for Skwxwú7mesh values, language, and protocols.
- Submit reports to the Board of Directors, relevant Committees, and Council.
- Collaborate with Squamish Nation staff, leadership, and community to ensure alignment on goals and objectives.
- Assist the operating housing team in developing and implementing communication to ensure successful outcomes for both internal and external stakeholders.
- Advise the CEO, executive team, and Board on communications.

## **Public Relations & Media.**

- Build and manage relationships with media, government, and sector partners.
- Act as main media contact and spokesperson, as needed.
- Create and execute media strategies, including crisis communications.
- Engage with all partners respectfully in all media interactions.
- Work with Squamish Nation communications and engagement teams for alignment.
- Prepare briefing notes and speaking points for all events.

## **Partner Engagement**

- Ensure engagement approaches reflect Indigenous values, protocols, and lived experiences.
- Develop engagement plans for tenants, partners, funders, and government.
- Assist with public consultations, outreach, and advocacy efforts.
- Ensure all communications are inclusive, accessible, and culturally sensitive.
- Maintain consistent messaging, branding, and tone across channels.
- Manage reputation issues and lead crisis communications when needed.
- Support community events, and information sessions, ensuring clear documentation and follow-up.
- Oversee community member engagement with the Squamish Nation.

## **Internal Communications**

- Oversee internal communications to support staff engagement, organizational alignment, and cultural cohesion.
- Develop tools and channels to support transparent communication with employees and leadership.
- Collaborate with Human Resources and leadership on change communications and organizational initiatives.
- Develop community and engagement guides, policies, and procedures.
- Promote the Skwxwú7mesh language in all communications.

## **Management & Leadership**

- Lead, mentor, and support communications and engagement staff and contractors.

- Manage the communications and engagement budget, contracts, and external vendors.
- Set performance goals and ensure high-quality, timely delivery of communications outputs.
- Foster a collaborative, positive, equity-driven team culture.

## **Digital & Content Strategy**

- Manage Hiyam Housing website, social media, and email presence
- Lead creation of reports, newsletters, campaigns, and stories
- Track analytics to optimize engagement and reach
- Include Skwxwú7mesh language, stories, and cultural elements as guided by community members, advisors, and knowledge keepers.
- Produce content on Indigenous housing priorities, reconciliation, and cultural safety

## **Qualifications**

### **Education & Experience**

- Bachelor's degree in communications, Public Relations, Journalism, or a related field (Master's degree considered an asset)
- 7–10 years of progressive experience in communications, including leadership roles
- Experience in the non-profit, housing, or social services sector is strongly preferred
- Indigenous ancestry and cultural understanding preferred

### **Skills & Competencies**

- Exceptional written and verbal communication skills
- Strong strategic thinking and problem-solving abilities
- Demonstrated experience in media relations and crisis communications
- Deep understanding of equity, diversity, and inclusion principles
- Ability to translate complex housing and policy issues into clear, compelling messaging



336 West 4th Street  
North Vancouver, BC  
V7M 1J1 Canada

(604) 210-9126  
info@hiyamhousing.com  
www.hiyamhousing.com

## Key Attributes

- Mission-driven with a commitment to housing equity and social impact
- Skwxwú7mesh awareness and ability to navigate sensitive issues with sound judgment
- Collaborative, adaptable, and solutions-oriented
- High level of integrity and professionalism

## Working Conditions

- Standard office environment with flexibility for remote work
- Occasional evening and weekend work for events or urgent communications needs

## Compensation & Benefits

- Salary range: \$140,000 to \$150,000
- Comprehensive benefits package including health, dental, and RPP
- Generous vacation and professional development opportunities

## How to Apply

Please submit your resume and cover letter to [HR@hiyamhousing.com](mailto:HR@hiyamhousing.com)

Closing date: April 29, 2026