FAMILY SERVICES of the NORTH SHORE
Job Posting
4-5 Days per week (.8 FTE – 1.0 FTE) (Candidate preference)

Position:	Manager of Communications
Position #:	26-2218
Reports to:	Director of Communications
Locations:	Lonsdale Office
Closing:	November 29, 2026

The Agency
Family Services of the North Shore is an accredited not-for-profit, community-based agency committed to making a deep and lasting impact in our community through counselling, support, education, and volunteer programs.

We understand the competing responsibilities of modern life. In every role, we will support both your commitment to our community and the very real need to take care of your family. We also understand that to take care of others, you must first take care of yourself. At Family Services of the North Shore, you can do both. We aim to provide a sustainable model of work-life balance across all our programs and services.

The Team
The Communications team is responsible for external communications, and for ensuring that information about the Agency is consistent, accurate, appropriately branded, and in alignment with the strategic plan.

The Job
This position plays a lead role in planning and implementing the Agency's communications strategy and ensuring alignment of key messages and brand standards across mediums and platforms. This collaborative role is responsible for the development, distribution, and maintenance of communications materials and systems.

Specifically in this role you will:

1. Provide communications leadership and support across Agency departments and programs.
2. Lead the development and execution of the annual communications plan.
3. Ensure Agency communications follow brand and messaging guidelines.
4. Work directly with the Fund Development team on annual campaigns and events, including generating new ideas for digital campaigns, and associated performance analysis.
5. Maintain and update the Agency website and be responsible for ensuring content is up to date, and the back-end platform is well maintained.
6. Manage social media platforms. Create and audit annual social media strategy in alignment with the communications plan as well as program and fundraising goals. Assist with creating social media policy and procedures.
7. Track communication related metrics, analyze findings, create reports, provide recommendations and adjust strategies and plans in real-time.
8. Produce content and collateral such as brochures, email campaigns, social media campaigns, ad campaigns, promotions, program information and other related internal and external communications.
9. Establish a systematic approach to managing Agency-wide inventory of collateral materials and promotional equipment.
10. Maintain communications systems including operating procedures for each, staff training on accessing and using the systems, tracks costs and utilization of each system (including renewal dates, user agreements, upgrades, etc.), regularly evaluate from a cost/benefit lens.

11. Ensure communications related systems are well-organized and maintained, and up to date with current assets including branding elements, graphics, images, and key messaging.
12. Maintain a rolling communications calendar and track and monitor deadlines.
13. Provide leadership and guidance to staff across the Agency on communication related items, and assist with generating, reviewing, and approving internal and external communications.
14. Maintain and develop relationships with partner agencies and industry organizations on the North Shore.
15. Track Communications spending and invoice administration.
16. Maintain knowledge of industry trends, and relays across the Agency, as relevant.

QUALIFICATIONS and EXPERIENCE

1. Minimum of five years' experience leading and coordinating complex communications and marketing projects.
2. Undergraduate degree or a combination of experience and education in a communications and marketing related field.
3. Experience working in the not-for-profit sector.
4. Exceptional communication skills, oral and written.
5. Strong presentation abilities in-person and virtually.
6. Excellent understanding and functional competency across digital marketing and communications platforms, including social media.

JOB SKILLS and ABILITIES

1. Exceptional attention to detail is required.
2. Strong organizational skills and ability to work under pressure.
3. Excellent proofreading and editing capabilities.
4. Ability to work with a range of constituents including volunteers, contractors and service providers, and community partners, with skill and diplomacy.
5. Strong capabilities and proven experience with digital communications platforms such as social media, email marketing, digital analytics tools, and basic creative layout software.
6. Excellent understanding and experience with O365 and related programs.

Rate: $43.42 per hour - $46.76 per hour (pay grade 17)

ADDITIONAL INFORMATION

- This is an in-person position working primarily out of the Family Services of the North Shore Lonsdale office.
- Some evening and weekend work is required.
- Fluency in languages in addition to English is an asset.
- Expected start date – Early January 2027.

Family Services of the North Shore is committed to diversity and inclusion within its workforce and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including people with disabilities to apply to become part of our Agency.

Please respond, in confidence, with cover letter and resume to:
careers@familyservices.bc.ca

While we thank all applicants for their interest, only short-listed candidates will be contacted.