

## Communication and Engagement Manager - Burnaby

Are you looking to make a meaningful difference with an organization committed to protecting public health and the environment? Are you an exceptional marketing and communication strategist who takes pride in producing compelling, factually accurate communication pieces and that thrives on engaging communities of environmental professionals?

The BC Water & Waste Association (BCWWA) has a full-time employment opportunity for a **Communication and Engagement Manager**. The Communication and Engagement Manager is responsible for developing, implementing and evaluating the Association's marketing and communication program, which promotes registration and participation in our education classes and professional development events, as well as membership purchases and renewals. This position is also responsible for developing and delivering compelling materials that communicate timely news and fact-based information about the water sector to our members, water leaders and decision makers. In providing strategic direction and strategies to actively engage our volunteers and members, this position is critical to ensuring our members feel valued, useful and connected. As key member of the Association's management team, this position will provide leadership, develop talent, monitor performance, and support a positive culture.

### About the role:

- Develop, manage implementation and evaluate a marketing and communication strategy for the Association to increase revenue, build positive brand recognition and communicate the value proposition for membership.
- Develop and manage a volunteer and member engagement strategy, in collaboration with BCWWA staff, in support of an engaged network in the water community.
- Provide strategic direction to the BCWWA's technical advisory committees, in collaboration with BCWWA staff and key volunteers, and support them in executing annual work plans.
- Write compelling, evidence-based reports, white papers, issues analysis documents, media releases and information packages, and website content tailored to communicate effectively with different audience groups and motivate action.
- Manage research projects and communicate results that help leaders make informed decisions about their water services, and measure progress in achieving this goal.
- Build, maintain and manage collaborative relationships with volunteers, members, subject matter experts, and relevant external organizations.
- Manage special projects, including defining project objectives, scope, deliverables, milestones, and resource requirements and sources.
- Recruit, train, develop, and manage performance of staff.
- Develop and manage annual budgets for advocacy, research, member communication and engagement, and marketing programs.

### About you:

- A bachelor's degree in a relevant discipline such as business, marketing, communication, or journalism.
- 5+ years of experience in progressively responsible marketing, communication and/or related roles with staff supervision responsibilities.
- Demonstrated experience building member engagement strategies.
- Proven experience conducting research, writing and communicating fact-based information on issues and trends for technical and non-technical audiences.
- Proven experience developing, implementing and evaluating marketing and communication strategies and tactics.
- Current social media/communication technology platforms and their applications.
- Graphic design principles.
- Survey and data analysis tools and techniques.

#### **Required Skills & Abilities**

- Exceptional time management and priority setting skills – able to plan and manage workload so that deadlines are met.
- Exceptional people management skills – able to inspire and motivate staff, set clear goals, articulate expectations, and hold people accountable for results.
- Strong project management skills –able to plan, execute and monitor progress, allocate and manage staff resources, develop and monitor budgets, and deliver projects on schedule and within budget.
- Strong leadership abilities – forward-looking and visionary; deals honestly and fairly with others; sets a positive example and creates followers; shares credit for successes and accepts responsibility for failures.
- Exceptional written and oral communication skills in English – writes factually accurate and compelling content tailored to the comprehension level of the audience.
- Strong facilitation and interpersonal skills – listens and understands; shares ideas or concerns with others clearly and effectively; builds buy-in and consensus.
- Excellent research skills – leaves no stone unturned to find needed information; assesses accuracy and relevance of data.
- Exceptional analytical abilities – able to pull together disparate facts and uncover the meaning behind the numbers.
- Excellent attention to detail – driven to always get it “right” and takes pride in providing accuracy in all work.
- Strong Microsoft Office skills.
- Proficient with website editing software.

**About Us**

The BC Water & Waste Association (BCWWA) is a not-for-profit organization that represents over 4,000 water professionals who are responsible for ensuring safe, sustainable and secure water, sewer and stormwater systems in BC and the Yukon. Our members work every day to keep our water systems clean and safe from source to tap to drain and back to the environment. They include water and wastewater facility operators, utility managers, engineers, technicians and technologists, consultants, government policy and regulatory staff, backflow assembly testers and cross connection control specialists, researchers, and suppliers. The Association delivers professional development, education, certification, and advocacy programs and services to ensure that our water systems continue to protect public health and the environment.

We have a bright, positive and engaged (but small) team. We value “getting the job done” but want to have some fun while we’re at it! Our office is located in Burnaby within a 15-minute walk of Gilmore skytrain station.

**Interested in Applying?**

Please send your resume and a cover letter explaining how your experience matches the role to [hr@bcwwa.org](mailto:hr@bcwwa.org).