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Communications Manager Plan Institute

About Plan Institute:

Plan Institute is a nationally registered charity, whose mission is to empower people with disabilities to lead a good life. We do this through:

- Innovation – We engage in innovative community-based projects and partnerships that help empower those living with disabilities.
- Education – We offer educational initiatives designed for individuals, families, and organizations, including workshops, courses, retreats, publications, and resources.
- Leadership – We provide collaborative leadership by convening a diverse group of stakeholders to encourage public policy reform and system transformation.

Plan Institute envisions a future where all people with disabilities lead a good life. For Plan Institute, the concept of a good life means: being financially secure; contributing to and participating in caring and inclusive communities; being respected and empowered to make decisions; knowing the loving support of friends and family; choosing a place to live and call home; and having a well-planned future.

We build on the 30 years of our sister organization, PLAN (Planned Lifetime Advocacy Network), and their experience working with families to build a good life for people with disabilities.

In this 2019 video, we discuss why Plan Institute was founded, some of our accomplishments over the years, and our hopes for the future: [Plan Institute 20th Anniversary Video](#).

Visit our website to find out more: www.planinstitute.ca.

About the Position:

Type: Permanent, full-time position

Reports to: Executive Director

Position Overview:

We are looking for a dynamic and self-led individual who has a strong background in communications, and whose values align with our mission and vision. We are seeking a new team member who can provide leadership to our team in communications, and one who is deeply rooted in listening to our community and ensuring our voice reflects those we empower. The Communications Manager role is responsible for all communications-related work of the organization. This includes everything from writing, designing,

and executing content for various platforms, producing newsletters, managing websites, and engaging with stakeholders.

The candidate must have superior written, verbal, and interpersonal communication skills, be extremely detail oriented, and technologically proficient. The individual must be able to work both autonomously and collaboratively, with a high volume of tasks and deliverables, while looking for new opportunities and growing stakeholder relationships.

Role Requirements:

- Experience in non-profit communications.
- Deep understanding of disability-based language.
- Understanding of and experience in the family-led disability movement and other marginalized populations.
- Exceptional writing and editing skills.
- Strong attention to detail and proven skills in managing initiatives.
- Ability to work with a diverse group of people on multiple tasks simultaneously.
- Experience with content management systems such as WordPress.
- Graphic design experience and proficiency using Adobe Creative Suite and/or Canva.
- Experience in producing digital newsletters (Constant Contact preferred).
- Working knowledge of Google Analytics and Google Ads.
- Proficiency with Microsoft Office Suite (PowerPoint, Excel, and Word).
- Experience with the following platforms is helpful: Highrise, Canva, Shopify, Zapier, Asana, Tweetdeck, Facebook Business Suite, Linktree, Survey Monkey.

Responsibilities of this position include:

- Develop, execute, and oversee all communications and marketing initiatives.
- Develop communications plans, ensuring integration and alignment of activities into organizational strategic and operational plans.
- Research, write, and produce content for social media, websites, newsletters, and public relations, ensuring consistency with organizational tone and language.
- Promote all workshops, courses, and events through standard channels while also looking for new opportunities.
- Plan and manage the design, content, and production of all marketing materials including brochures, posters, and other promotional material.
- Manage several websites, creating content, and updating regularly to ensure information is current.
- Coordinate with partner organizations to develop awareness campaigns and produce resources.
- Write and produce newsletters and other emails campaigns.
- Work closely with all team members to promote initiatives, develop resources, and provide overall communications support where needed.
- Monitor and evaluate the effectiveness of communication using tools such as Google Analytics, as well as intuition and social listening.
- Build and maintain relationships with stakeholders.

Compensation & Work Schedule:

- Hours of work are 37.5 hours per week, Monday to Friday, with a flexible schedule.
- An annual salary of \$58,000, plus benefits cost sharing, RRSP matching, and potential bonuses.
- 3 weeks annual vacation.
- Start date as soon as possible.
- Our team has just returned to a flexible hybrid model, working both from home and at a shared office space in Burnaby. Some team members continue to work exclusively from their homes. Periodic travel to our physical office and/or other locations will be required.

How to Apply:

Please [apply here](#). Please note that applications will only be accepted through our application form.

- Job posting closes on Sunday, January 22, 2023, at 11:59PM PST.
- We thank all applicants for their consideration of this position. Shortlisted applicants will be contacted after the posting closing date.
- If you have any questions about the position or need assistance with your submission, please contact info@planinstitute.ca.

Plan Institute is committed to a safe, inclusive, and collaborative environment in which all individuals are treated with respect and dignity. As such, individuals from diverse backgrounds, including race, national or ethnic origin, sexual orientation, gender identity, disability, and mental illness are welcomed and encouraged to apply.

We welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. Accessible formats and communication supports are available for applicants by request; please contact info@planinstitute.ca.