



LIFESAVING SOCIETY®

The Lifeguarding Experts

JOB POSTING

MANAGER, COMMUNICATIONS & EVENTS

NOVEMBER 2024

Position Title: Manager, Communications and Events
Location: Branch Office (Burnaby)/Hybrid
Terms: Permanent; full-time
Start Date: January 2025
Salary Range: \$60,000 - \$75,000 per annum + benefits
Work Schedule: 35 hours/week (typically Monday-Friday, 8:30-4:30)
As a salaried employee, there is a requirement for additional evening/weekend work for events; time off in lieu is allowed for these hours.

Nature & Scope

The Lifesaving Society, BC & Yukon Branch is seeking an experienced Manager, Communications and Events to lead our communications strategy and organize high-profile events that engage our communities to amplify our mission. We seek a dynamic, creative communicator with an eye for detail to share our story with key audiences in communities across BC & Yukon, including current and prospective Affiliate members, award holders, donors, government leaders, public health agencies, partners, and the general public.

About Us

The Lifesaving Society is a charitable organization committed to the prevention of drowning and aquatic-related injury through water safety education. In addition to providing swim lessons, lifesaving courses, lifeguarding courses, and first aid/CPR training throughout BC and Yukon, the Society is a leader in offering expertise and guidance to ensure safe operation of any water-related setting through safety management services. We offer a supportive, collaborative, and inclusive professional culture.

Key Responsibilities

- Lead Branch communications and event initiatives
- Develop annual communications and events plan
- Ensure consistency in our voice, brand, and key messages across all communication channels
- Manage email and social media platforms, including content creation and analytics
- Create and distribute quarterly digital newsletter
- Develop creative copy and strategic content for communications, reports, speaking notes, etc.
- Create digital and print Branch documents, such as annual reports, posters, rack cards, workbooks, guides, etc., including writing, editing, proofreading, layout and design
- Update website content and liaise with website developer
- Grow and maintain network of media contacts
- Create and distribute press releases and associated materials
- Act as a media spokesperson when required; schedule media requests for Executive Director and Directors
- Lead logistical planning and coordination of events and campaigns, such as Commonwealth Honour and Rescue Ceremony, National Drowning Prevention Week, AGM, fundraising events, etc.
- Assist in leading logistical planning and coordination of Lifesaving Sport & Competition events
- Event volunteer tracking and recognition

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- Supervise, coach, support and evaluate seasonal communications assistant
- Collaborate and communicate with various departments to maximize success
- Participate in Branch or National committees, advisory groups, or other working groups as required
- Provide reports and statistics on a regular basis
- Represent Lifesaving Society in a positive and professional manner
- Travel throughout BC and Yukon for events and meetings is required

Requirements

- 3-5 years experience in communications, public relations, and event management
- Post-secondary education in related field or equivalent work experience
- Outstanding interpersonal communications and ability to develop positive public relations with a diverse population
- Exceptional verbal & written English skills
- Strong writing, proofreading, editing, layout and design skills
- Demonstrated experience with planning and coordinating events
- Demonstrated experience managing workflows and compiling analytics/reports
- Proficiency in social media management (Instagram, Facebook, LinkedIn, YouTube, TikTok)
- Proficiency in Microsoft Office, Adobe Creative Suite, MailChimp, Canva, and Eventbrite
- WordPress website content management skills
- Must be able to work flexible hours, evenings and weekends as needed
- Ability to travel to different event locations in BC and Yukon is required
- Knowledge of Lifesaving Society programs and/or aquatics industry an asset
- Successful candidates will be required to provide a current and satisfactory Criminal Reference Check/Vulnerable Sector Search issued no later than six (6) months preceding start date

TO APPLY: Submit resume with a cover letter to the attention of Lenea Grace, Executive Director at leneag@lifesaving.bc.ca by December 6 at 4:30 pm.

Thank you for your interest and application. Please note only short-listed candidates will be contacted.

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