



LIFESAVING SOCIETY®

The Lifeguarding Experts

JOB POSTING

DIRECTOR, COMMUNICATIONS & PUBLIC AFFAIRS

SEPTEMBER 2025

Position Title: Director, Communications and Public Affairs
Location: Branch Office (Burnaby)/Hybrid
Terms: Contract; fulltime (18-month contract with potential for extension/permanent employment)
Start Date: November 2025
Salary Range: \$90,000 - \$105,000 per annum

Nature & Scope

The Lifesaving Society, BC and Yukon seeks an experienced and strategic **Director, Communications and Public Affairs** to lead and manage external and internal communications, media relations, brand positioning, public affairs, and stakeholder engagement. This individual will play a critical role in shaping the voice of the organization, driving public perception, and managing relationships with key stakeholders, including government officials, media, community leaders, and the public. The ideal candidate is a dynamic leader with a strong background in strategic communications, public relations, and advocacy. This position reports directly to the Executive Director and works in synergy with the senior leadership team.

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 Lifesaving 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 focused on growth and continuous improvement.

Key Responsibilities

Strategic & Operational Leadership

- Develop and implement a comprehensive communications and public affairs strategy aligned with organizational priorities and goals
- Provide senior oversight for all internal and external communications, ensuring consistency in our voice and brand across all communication channels
- Serve as a senior advisor to the Executive Director on communications, government relations, and public policy issues
- Lead a strong, cohesive communications and public affairs staff team
- Represent the Lifesaving Society in a positive and professional manner

Media Relations

- Build and manage proactive media relation strategies to increase visibility, trust, and public engagement
- Develop strong relationships with media outlets, journalist, and influencers
- Oversee the development of materials and key messaging for press releases, interviews, and public statements

Internal & External Communications

- Develop internal communication strategies to inform, engage, and align employees and volunteers
- Collaborate with all departments to maximize success

BC & Yukon Branch

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- Oversee brand management, including visual identity and messaging consistency across platforms and departments
- Develop external communication strategies to engage with members, external stakeholders, and the public
- Manage crisis communication plans to protect the organization's reputation

Public Affairs

- Provide senior leadership to public education and awareness initiatives, events, and campaigns including:
 - Swim to Survive
 - WaterWise
 - National Drowning Prevention Week
 - Commonwealth Honour & Rescue Awards Ceremony
 - Water safety programs for at-risk groups
- Develop and expand public education campaigns and opportunities serving the Lifesaving Society's mission
- Build partnerships with community groups and agencies whose mandates complement our mission
- Lead Branch fundraising efforts, including grant applications, to support Swim to Survive and other initiatives

Government Relations & Advocacy

- Develop and execute government relations strategies at all levels of government aligned with Lifesaving Society objectives
- Build and maintain strong relationships with government officials, agencies, and advocacy groups
- Monitor and analyze legislative and regulatory developments relevant to the organization
- Identify opportunities to improve advocacy initiatives, monitoring public opinion, industry best practices and emerging trends, and presenting recommendations for executive approval

Requirements

- Minimum 10 years of progressive experience in strategic communications and public relations
- Post-secondary education in a related field or equivalent work experience
- Exceptional verbal, written, listening, and presentation skills
- Outstanding interpersonal skills and proven ability to develop positive public relations with a diverse population
- Demonstrated decision-making skills and strategic/anticipatory thinking ability related to current and potential challenges and opportunities
- Demonstrated ability to apply change, conflict resolution, risk, and resource management skills
- Experience in government relations and non-profit advocacy is an asset
- Proficiency in MS Office required; Adobe Creative Suite and other software are assets
- Knowledge of Lifesaving Society programs and/or the aquatics industry is an asset
- Ability to travel within BC, Yukon, and Canada for events and meetings
- 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 cover letter to Lenea Grace, Executive Director, at leneag@lifesaving.bc.ca by October 14, 2025. Please note only applicants selected for an interview will be contacted.

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