



Islands Trust

JOB PROFILE

Current Position #067602

TITLE: COMMUNICATIONS AND FUNDRAISING SPECIALIST

CLASSIFICATION: 21

MINISTRY: ISLANDS TRUST,
MIN OF COMMUNITY, SPORT & CULTURAL DEVELOPMENT

WORK UNIT: TRUST AREA SERVICES, VICTORIA

SUPERVISOR TITLE: ISLANDS TRUST CONSERVANCY MANAGER

SUPERVISOR POSITION #: 36526

PROGRAM

Located in Coast Salish territory, the *Islands Trust* is a federated body responsible for protecting the unique amenities and environment of 13 major gulf islands and more than 450 smaller islands and surrounding waters in the southern Strait of Georgia and Howe Sound. Created by the Province via the *Islands Trust Act*, Islands Trust plans and regulates local land use, advocates on key environmental issues impacting the area, and protects land through the Islands Trust Conservancy. Islands Trust works closely with other government agencies and First Nations to accomplish its mandate.

The Islands Trust Conservancy, as a special provincial conservation agency created under the *Islands Trust Act*, holds land and money to further the mandate of the Islands Trust. The Board can accept land, conservation covenants, and other financial contributions from benevolent individuals, corporate donors, and government. The Islands Trust Conservancy is responsible for the management and disposition of funds and lands it holds.

JOB OVERVIEW

The Islands Trust Conservancy's Communications and Fundraising Specialist is accountable to plan, develop, implement, and evaluate the communication and fundraising activities required to carry out the conservation objectives of the Islands Trust Conservancy. Responsibilities include development, preparation and implementation of internal and external communication plans, public awareness and promotional programs, and all fundraising initiatives. The Specialist is also responsible for media relations and special event coordination for the Islands Trust Conservancy.

The position also works to coordinate and facilitate Trust Area-wide stewardship education projects with elected officials and other stakeholders, developing guidelines, strategies, messages, displays, graphics, publications, photos, video, social media and web design and content.

The position maintains links with:

- **Islands Trust Conservancy Board:** to provide advice and recommendations on communication and fundraising initiatives, including analysis of budgetary and other implications.
- **Trust Council, Local Trustees, Local Trust Committees, and Bowen Island Municipality:** to provide information, presentations and displays on environmental stewardship and ITC programs.
- **Federal, provincial, regional agencies, community groups:** to partner in fundraising, communications and project delivery when applicable on shared conservation projects.
- **Supporters:** to develop and maintain partnerships with private donors and local, national and international funding agencies including foundations and government granting agencies.
- **Public sector:** to facilitate and participate in public events, forums, conferences and meetings and to build partnerships with non-governmental organizations to support the Islands Trust Conservancy's mandate.

ACCOUNTABILITIES

1. Communications (50%)

Date: August 15, 2019

- Develops, maintains and supports team awareness of issues relevant to the Islands Trust Conservancy's objectives arising in the Islands Trust area using sources such as media alerts and subscriptions and reports relevant discoveries to the manager with recommendations for response.
- Develops, implements and revises, as necessary, a communication strategy to address the goals and objectives of the Regional Conservation Plan.
- Researches, designs, develops, manages, delivers and evaluates communication projects:
 - Identifies annual initiatives to be undertaken based on the Regional Conservation Plan, ITC Five Year Plan and ITC objectives within Trust Council's Strategic Plan
 - Identifies internal and external information and promotional needs and opportunities
 - Establishes objectives, targets, methods, procedures and cost estimates for communications projects
 - Develops key messages and strategic presentation materials; compiles information and writes, edits, produces backgrounders, brochures, newsletters, articles, web content, emails and social media posts to inform staff, politicians, media, interested agencies, and the public of events, activities and projects
- Plans, develops, manages and conducts public awareness and information programs, events, workshops and meetings related to conservation options and working with the Islands Trust Conservancy
- Designs, initiates, delivers, and evaluates outreach programs
- Makes presentations to staff, locally elected trustees, other conservation organizations, government organizations, and the public
- Maintains relationships with partner groups, media and government representatives
- Liaises with island conservancies and other conservation groups to ensure success in the protection of significant areas
- Prepares communication related policies, as necessary, for Board approval
- Manages the website and works with support staff and technical consultants on feature re-designs
- Develop and implement a social media strategy that is consistent with the organization's visual identity guide and communications strategies and plans
- Identifies key media representatives for liaison; initiates media contact and liaison and organizes opportunities for coverage of Islands Trust Conservancy projects
- Prepares news releases, backgrounders, articles, and advertisements and distributes them to media
- Manages design and production of communication products including newsletters, brochures, posters, signs, and other promotional products
- Manages acquisition, use and storage of images and logos, including management of terms of use, copyright, and acknowledgement
- Acts as a representative of the Islands Trust Conservancy at events and responds to requests for information

2. Fundraising (45%)

- Develops, implements and revises, as necessary, a fundraising strategy to address the goals and objectives of the Regional Conservation Plan
- Prepares and implements an annual fundraising work plan:
 - Identifies annual needs and targets based on ITC policies, the Regional Conservation Plan and current projects, including property acquisition in the Trust area
 - Leads and promotes collaborative partnerships with internal and external partners, funding agencies, stakeholders, government agencies and community groups to achieve objectives
 - Prepares funding requests to foundations, government granting agencies and corporate funders for conservation projects
- Manages grant revenues and expenses, tracks and reports on project status, drafts service contracts and terms of reference, negotiates contribution agreements, and assists with procurement processes. Evaluates completed projects for achievement of goals

- Prepares fundraising reports and provides fundraising advice for the Islands Trust Conservancy Board
- Develops and implements strategies for securing funds to support the work of the Islands Trust Conservancy for the long term
- Prepares and revises policies relating to fundraising, donation, granting, and privacy, as necessary, for Board approval
- Plans products, programs and initiatives to acquire funds for ITC projects:
 - Develops, markets and sells Islands Trust Conservancy products
 - Organizes and implements fundraising events and other initiatives for ITC fundraising needs
- Builds and maintains relationships with donors and potential donors, and manages annual and planned giving programs
- Manages content and integrity of information in donor database, generates and interprets reports, and identifies new information and technology requirements for managing donor relations
- Provides general information, including tax, legal and estate planning information to potential donors and advises donors on the need to seek independent advice

3. Other (5%)

- Works with Islands Trust Conservancy committees as needed
- Prepares the Islands Trust Conservancy's contribution to the Islands Trust Annual Report
- Prepares requests for legal services related to communications and fundraising issues
- Assists the Manager as necessary on other Islands Trust Conservancy initiatives
- Work with Islands Trust's Communication Specialist and shares information on projects of mutual interest

JOB REQUIREMENTS

Education and Experience

- Degree, diploma or certificate in English, journalism, communications, or public relations or equivalent.
- 3 years' experience developing and implementing communication strategies, creating professional communications materials and liaising with news media.
- Proven experience in grant writing, project management, project evaluation and reporting.
- An equivalent combination of education, training and experience may be considered.

Preference may be given to candidates with the following:

- Recent experience raising funds for a public or not-for-profit agency.
- 4 years' experience developing and implementing communication strategies, creating professional communications materials and liaising with news media.

Knowledge, Skills and Abilities

- Knowledge of social, environmental and land conservation issues relevant to the Islands Trust area and its residents
- Demonstrated ability to prepare professional communications strategies, briefing notes and official correspondence, often on short notice, in order to maximize public awareness and understanding
- Demonstrated ability to use initiative to respond appropriately to unanticipated issues with creative and innovative solutions using strong business and political acumen

- Demonstrated ability to use tact, diplomacy, judgment and discretion to communicate effectively and maintain productive relationships with donors, elected officials, staff, community groups, the public and the media in a way that enhances the employer's reputation
- Demonstrated ability to administer third party contracts including drafting terms of reference and procurement documents and ensuring deliverables are met
- Demonstrated ability to assess and make recommendations about the effectiveness of current and emerging social media platforms and to develop and implement effective social media outreach projects
- Demonstrated ability to manage communications and public engagement projects involving multiple audiences and stakeholders (e.g. citizens, staff, elected officials and contractors) using multiple methods including social media.
- Demonstrated ability to use software and applications to create attractive and informative publications including formatting of webpages, presentation slides, tables, graphs and images. Graphic design skill is an asset.
- Demonstrated ability to manage technical projects such as website feature re-design or database creation and implementation in collaboration with technicians, web designers and software solution providers. Knowledge of HTML, experience using content management systems, and experience with donor databases are assets.
- Exceptional writing and editing in plain language under tight deadlines
- Demonstrated expertise (i.e. able to coach others) in inter-personal, oral, written and web-based communication

Other Requirements

- Occasional overnight travel to conferences or meetings within BC
- Possession and maintenance of a Class 5 BC Drivers' License

BEHAVIOURAL COMPETENCIES

Concern for Image Impact is an awareness of how one's self, one's role and the organization are seen by others. The highest level of this competency involves an awareness of, and preference for, respect for the organization by the community.

Information Seeking is driven by a desire to know more about things, people or issues. It implies going beyond the questions that are routine or required in the job. It may include "digging" or pressing for exact information; resolution of discrepancies by asking a series of questions; or less-focused environmental "scanning" for potential opportunities or miscellaneous information that may be of future use.

Partners with Stakeholders is the desire to work co-operatively with all stakeholders to meet mutual goals. It involves an awareness that a relationship based on trust that is the foundation for success in delivering results.

Planning, Organizing and Coordinating involves proactively planning, establishing priorities and allocating resources. It is expressed by developing and implementing increasingly complex plans. It also involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate.

Results Orientation is a concern for surpassing a standard of excellence. The standard may be one's own past performance (striving for improvement); an objective measure (achievement orientation); challenging goals that one has set; or even improving or surpassing what has already been done (continuous improvement).

Service Orientation implies a desire to identify and serve customers/clients, who may include the public, co-workers, other branches/divisions, other ministries/agencies, other government organizations, and non-government organizations. It means focusing one's efforts on discovering and meeting the needs of the customer/client.

Sustained learning and development means continually increasing your ability to build and maintain respectful and effective relationships with Indigenous peoples. Central to this competency is appreciating that there are many other cultural understandings of knowledge and ways of working that have legitimacy and deserve respect—and therefore require our continual learning and development, including direct exposure to cultural and community ways. It includes an eagerness to continually reflect upon and assess your own level of cultural agility and competence, self-awareness and expertise. It means being willing to learn in new and different ways and appreciating how diverse ways of thinking and acting can ensure the success of the BC Public Service in supporting Indigenous self-determination.

Teamwork and Co-operation is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.