

## Communications, Events and Inclusion Specialist

Permanent | 30 hours per week | \$37.50/hour | Remote (must work in British Columbia)

The Family Support Institute of BC (FSI) is seeking a Communications, Events and Inclusion Specialist to join our team. This role blends strategic communications, digital engagement, event coordination, and leading on inclusion. We are looking for someone who understands the intersection of disability with culture, identity, and systemic inequities, and who is committed to Truth & Reconciliation, Anti-Racism, Diversity, and Inclusion.

FSI is a provincial, family-first, fully remote organization. You will collaborate with colleagues and partners across BC to ensure our communications and events meet the highest standards of accessibility, cultural safety, and community impact.

### About the Role

#### RESPONSIBILITIES

##### A. Communications Leadership Responsibilities:

- Support the Director of Operations in developing and executing communications strategies that align with FSI's objectives.
- Manage project timelines and ensure all communications tasks remain on schedule.
- Write, edit, support and direct the design of materials (social media campaigns, newsletters, reports, press releases, brochures, toolkits, community partner relations).
- Manage and monitor FSI's digital platforms, including website and social media, ensuring timely, responsive, and values-driven engagement.
- Identify and target key audiences (families, partners, funders, educators, government, and community organizations) with tailored messaging.
- Develop and implement marketing strategies to expand FSI's reach and visibility across British Columbia and beyond.
- Explore and implement innovative marketing approaches (e.g., storytelling campaigns, video content, digital ads, partnerships with influencers or community leaders).
- Track communications analytics (Google Analytics, Mailchimp reports, social media dashboards) and use insights for continuous improvement. Share data with Leadership team for strategy.

## **Social Media:**

- Develop content calendars and manage regular posting, monitoring, and engagement across Facebook, Instagram, and X/Twitter.
- Create and develop content for social media posts that reflect FSI's values and initiatives.
- Manage FSI's Facebook Pages and Private Support Groups, and respond to interactions.
- Stay up-to-date with social media trends, best practices, and emerging platforms.
- Coordinate with community organizations and partners to share resources and events.
- Track and highlight relevant national holidays, disability acceptance dates, social observances, and other significant awareness dates.

## **Mailchimp, Newsletter & Website:**

- Curate, schedule, and distribute newsletters using Mailchimp.
- Oversee creation and distribution of FSI's quarterly newsletter.
- Maintain and update the FSI website, maintaining content and design additions/changes; optimize accessibility (WCAG compliance, plain language, alt-text, multilingual content).

## **Materials & Reports:**

- Collaborate with colleagues to develop promotional materials such as banners, brochures, and posters.
- Assist in the preparation of various reports, including MCFD, family support calls, membership updates, volunteer Resource Parent information, etc.

## **B. Project & Event Management**

- Develop comprehensive project plans, schedules, critical paths, and budgets for FSI's flagship events (e.g., BC Summer Institute for Inclusive Education, Training Weekend and others as required).
- Oversee venue, contract, and vendor negotiations; liaise with speakers, panelists, and community Elders.
- Recruit, onboard, and support volunteers and staff for event delivery, ensuring cultural protocols and accessibility needs are met.
- Develop evaluation frameworks, collect data, and prepare post-event reports for funders and internal use.
- Integrate technology (Zoom, Teams, hybrid platforms, captioning services, etc.) to ensure inclusive participation.
- Anticipate and troubleshoot logistical challenges with diplomacy and adaptability.

## **C. DEI & Cultural Safety Leadership in Communications**

- Act as the organizational communications lead for DEI, ensuring FSI's communications

and events reflect intersectionality, accessibility, and cultural safety.

- Develop and implement internal guidelines and procedures for language, accessibility, and inclusive representation.
- Collaborate with the CCCDI lead and the Indigenous Practice Advisor
- Provide input and guidance into planning and options for staff and volunteers in terms of training, mentoring, and resources on anti-racism, intercultural communication, disability inclusion, and cultural protocols.
- Partner with Indigenous and equity-seeking organizations to ensure authentic representation and collaboration.
- Review and audit materials and processes regularly to ensure they align with Truth & Reconciliation and Anti-Racism commitments, and anti-oppression principles.

#### **D. Organizational & Collaborative Duties**

- Participate actively in staff meetings, cross-team initiatives, and collaborative planning.
- Support management in preparation of funder reports, presentations, and membership updates.
- Contribute to the development of evaluation tools, surveys, and data collection to measure impact.
- Perform other duties as required to support the mission and goals of FSI.

### **Required Qualifications:**

#### **Education, Training, and Experience:**

- Masters degree in intercultural communications or cross-cultural linguistics (or equivalent)
- A minimum of 6 years of internal/external/social media communications experience relevant to the role.
- A minimum of 3 years event planning experience.
- A minimum of 3 years of diversity, equity and inclusion focused experience relevant to the role.
- Relevant volunteer or work experience within the disability sector is considered an asset.

#### **Knowledge, Skills, and Abilities:**

- A thorough understanding of the disability sector, including services for individuals with disabilities and their families, funding sources, and provincial/local initiatives.
- Strong commitment to and understanding of FSI's vision, mission, and values, particularly in relation to Truth & Reconciliation, Anti-Racism, Cultural Competency, Diversity, and Inclusion.

- Exceptional writing and editing skills with the ability to tailor content for different platforms and audiences.
- Strong familiarity with all aspects of organizing in-person, online and hybrid events.
- Expertise in social media platforms (Facebook, Instagram, X/Twitter) and online engagement strategies.
- Familiarity with Google Analytics and social media analytics to track and measure communication efforts.
- Proficiency with Mailchimp, SurveyMonkey, and Hootsuite.
- Strong oral, written, and interpersonal communication skills, with the ability to present ideas clearly and effectively through various channels.
- Diplomacy and sensitivity when dealing with complex or sensitive issues.
- Well-developed organizational, time management, and problem-solving skills.
- Ability to work independently, take initiative, and collaborate effectively within a team.

## WORKING CONDITIONS

This is a great opportunity for someone with strong communications skills to manage a respected brand while enjoying the flexibility of a family-first organization. You have the opportunity to work from a home office, with colleagues across British Columbia trusting your expertise to help them serve, support and raise the voice of families in the disability community. This is a permanent full-time position generally working Monday - Friday. FSI has a comprehensive benefits program for qualifying employees.

This position description outlines the key responsibilities for the role and is not meant to be exhaustive. The activities, responsibilities and obligations of this position may be modified from time to time, through discussion between the supervisor and the team member to effectively meet the requirements of the Family Support Institute of BC.

*The Family Support Institute of British Columbia is strongly committed to cultural safety, equity, diversity, anti-racism, and to being a welcoming and inclusive workplace. We encourage individuals from all backgrounds to apply and join us in our mission to create a more inclusive and empowering future for all. If you require accommodations during the interview and/or hiring process, please advise us.*

### Wages, Hours & Benefits

Permanent, 30 hours/week

Wage: \$37.50 per hour.

Fully remote work environment, must work from within British Columbia.

Comprehensive benefits package.

## How to Apply

Applicants must be legally entitled to work in Canada.

Please submit your resume and a cover letter *in one document together*, outlining your experience and alignment with FSI's values to [accounting@fsibc.com](mailto:accounting@fsibc.com)

Subject Line: YOUR NAME - Communications, Events and Inclusion Specialist Application

Applications will be reviewed on a rolling basis until the position is filled.