



COMMUNICATIONS SPECIALIST, RENEWABLE CITIES

Renewable Cities is seeking a Communications Specialist with media savvy and strong writing and editing skills who is passionate about advancing urban climate change solutions. The position requires a team player with strong interpersonal skills, positive energy, a high degree of organization and the ability to thrive in a fast-paced environment.

ABOUT RENEWABLE CITIES

[Renewable Cities](#) works with policymakers and practitioners to accelerate the transition to renewable, restorative, resilient cities through engagement, research, capacity building and policy innovation. The organization is a special initiative of Simon Fraser University's Morris J. Wosk Centre for Dialogue. It has become a respected advisor sought out to inform local, provincial and federal governments on important policy topics, including integrated land use and transportation, prefabricated mass timber building construction and integrated housing solutions.

POSITION SUMMARY

As our *Communications Specialist*, you will be a key member of a dynamic team, supporting strategic communication initiatives, engagement and knowledge mobilization for innovative climate policy solutions.

We are looking for a creative thinker who has a passion for climate action, communications and delivering clean energy solutions into the hands of primarily B.C. decision-makers and stakeholders. Reporting to the Communications Director, and working closely and collaboratively with Renewable Cities' staff, you will help tell the story of our work, increase its accessibility, and translate it into practical, useable materials for our core audiences.

You possess relevant education and experience and thrive in a vibrant project-based work environment where priorities, timelines and tasks can shift quickly and frequently. You have media savvy and excellent writing and editing skills, strong project management skills, are familiar with emerging communications trends and have digital publishing experience.

You enjoy and are excited by social media and are interested in how content creation can contribute to growing an initiative's reputation. You know what it means to show initiative and take the next step towards achieving a communications plan's stated goals while receiving feedback in an iterative process.

WORK PERFORMED

Support development and delivery of communications for a range of audiences to advance discourse, policy and practice on urban land use, carbon management, affordability and sustainability through:

Content Development and Distribution

- Conduct research, craft plans and editorial schedules, and write/edit content for multiple communications vehicles, including blog posts, op-eds, newsletters, guidebooks, graphic materials, web copy, reports and social media

Channel and Project Oversight

- Social Media: Oversee social media channels (currently Twitter and LinkedIn), liaise with the team on messaging and objectives, create and schedule content, monitor feeds, update and maintain the social content calendar
- Email Marketing: Create content (includes soliciting team contributions), editorial calendar and layout, maintain lists, create analytic reports
- Website: Develop content, conduct site maintenance, provide analytic reports and suggest/implement improvements
- Targeted Outreach: Research, collect and organize key contacts in the departmental contact management system
- Analytics: Track, report and assess organizational communications analytics using platforms (e.g., Google Analytics) to examine the performance of webpages, posts, newsletters, content marketing strategies and social media
- Lead communications projects, determine project timelines and budgets, and coordinate workflow between members of project teams, including content contributors, digital specialists, designers and external consultants
- Create and manage a communications calendar

General

- Promotion: Events, programs and partner initiatives
- Event assistance: provision of logistical and planning support for online and in-person meetings and workshops
- Functions as a communications resource for Renewable Cities, sharing expertise and developing intuitive and easy-to-use materials that allow staff to handle some communications tasks independently
- Performs other related duties as required

QUALIFICATIONS

- Undergraduate degree in a relevant discipline (English, communications, journalism, marketing or publishing) and a minimum of three years of relevant work experience
- Exceptional writing and editing skills; adept at tailoring communications to intended audiences and platforms; newsroom experience an asset
- Proven skills and experience in digital engagement, technical and copy editing, social media, online publishing, and multimedia
- Proven experience in communications planning and project management
- Advanced knowledge of communication best practices and techniques to increase the visibility, profile and reputation of an organization
- Demonstrated understanding of digital communications, and experience using established and emerging social media channels for communication and audience engagement
- Advanced proficiency in Word, PowerPoint, Excel as well as graphic design platforms (e.g., Adobe Suite, Canva)
- Proven experience in digital content creation and website management (e.g., AEM, HTML, CSS and SEO)
- Experience using video editing software, producing and editing short videos for organizational use on social media is an asset
- Good ability to self-manage, multi-task, manage deadlines and thrive in a fast-paced environment

- Knowledge of best practices for safe, inclusive and equitable communication and engagement
- Subject matter expertise in one or more of the following fields: urban land use, affordability, climate solutions, transportation, sustainable buildings, municipal or provincial policy
- Positive and collaborative team player, with a deep curiosity for understanding and solving complex problems

Interests

- Passion for urban climate action in big and small cities and a keen interest in advancing affordability, equity, and ecosystem protection and restoration
- Interest in advancing policy innovation (local, provincial and/or national) to support cities' deep 2030 GHG reduction and zero emissions 2050 targets

OTHER ARRANGEMENTS

Location: SFU Harbour Centre, 515 West Hastings Street, Vancouver; flexible hybrid work arrangements available

Employment period: 1 year, with the possibility of renewal

Hours: 35 hours/week (.8 FTE could also be considered)

Pay: \$55,000-67,500 per year

Other benefits: 2 weeks paid vacation, extended health and dental, professional development

ELIGIBILITY

- Applicants with qualifications to work in Canada will be given priority.
- SFU Morris J. Wosk Centre for Dialogue is an equal opportunity employer. We are committed to creating an equitable environment for all employees. We strongly encourage applications from qualified people of all gender expressions and identities, sexual orientations, visible minorities, Indigenous persons and persons with disabilities. Should you require accommodations throughout the application process, please be in touch.

TO APPLY

- Submit a cover letter, resume and up to three samples of your work (ideally two writing samples and one project/campaign summary) to leanne_sawatzky@sfu.ca by 11:59 pm Pacific Time on Sunday, December 4, 2022.
- Ensure your application is attached as a single .pdf file using the text "Lastname_Firstname_RC Comms Specialist" for the file name.
- No phone or email enquiries, please.
- Applications will be reviewed, and interviews will be conducted on a rolling basis.