



## **Director of Communications**

### **Organization Overview**

Learning Disabilities Society (LDS) is a growing, innovative, research-based, nonprofit charity serving children and youth with learning differences. In collaboration with academic institutions, LDS offers individualized, evidence-based programs that target student-specific learning and social-emotional needs. Our growing programs and services currently operate online, from our Learning Centres in East Vancouver and North Vancouver, from our mobile classroom LDS Access, as well as from various school locations. We provide sustainable, affordable and individualized programs to ensure that all children and youth have an opportunity to realize their full potential.

Through early intervention, we support students at a critical time in their life, leading to profound, positive change in student life outcomes. We are scaling-up our organization and service provision with the ultimate goal to effect system change with material and wide-ranging societal benefits, and we are looking for more team members to help us reach this goal!

### **Purpose of Position**

The Director of Communications (DOC) is a role for someone who is capable and confident in leading our communications planning and strategy, and who is also skilled at executing and ensuring timely implementation of our strategy and tactics. The DOC will help to raise greater awareness of LDS and our impact, engage partners, market programs and expand LDS visibility in our community. A key member of the LDS management team, the DOC will hold broad responsibilities for communications, marketing and brand development. The DOC will work closely with the Executive Director and other team members to grow our capacity by developing relationships and hosting events.

### **Principal Roles and Responsibilities**

- Develop, implement, and iteratively evaluate annual communications plan to reach LDS' various audiences and increase LDS visibility.
- Work closely with LDS staff including a coordinator position that the DOC directly manages.
- Produce all outgoing messages utilizing excellent and adaptive writing skillset.
- Direct and oversee the development, distribution and maintenance of print and electronic collateral, including newsletters, program posters, annual report, website, social media channels.
- Build and enhance LDS brand through all external communications.
- Perform other related duties and projects as required by the Executive Director.

### **Competencies**

- Excellent written and verbal communication skills with ability to engage a wide range of audiences (families, students, prospective and current funders, media).
- Ability to think critically and creatively about issues and opportunities, and present options to support strategic risk taking and innovation.
- Ability to adapt to changing organizational needs, conditions, and work responsibilities.



- Demonstrated personal effectiveness to take responsibility for the quality and timeliness of work and achieve results with modest oversight.
- Good self-awareness and an understanding of appropriate situations in which to lead, learn or listen.
- Demonstrated ability to work well under pressure and to exercise tact and diplomacy.
- Demonstrated passion and commitment to supporting and working for vulnerable sectors.

#### **Skills and Qualifications**

- Exceptional writing skills with extensive experience writing for different mediums and audiences.
- Demonstrated strong project management skills with the ability to balance multiple projects and respond to opportunities with tight deadlines.
- Strong attention to detail and high degree of accuracy in all work.
- Current working knowledge of marketing, communications, and public relations principles, strategies, techniques, and concepts.
- Proficient computer skills including with Office Suite, Adobe Illustrator / InDesign, WordPress.
- Experience in use of social media platforms for targeted (paid and unpaid) marketing.
- Graphic design and/or layout skills an asset

#### **Requirements**

- Relevant post-secondary education degree(s)
- Minimum of 5 years of related experience, preferably in the nonprofit or educational sector
- Criminal record clearance
- Eligibility to work in Canada
- Recent 'working with vulnerable populations' training (can be provided)

**Reports to:** Executive Director

**Dates and hours of work:** Based on a 40 hour work week, Monday-Friday. Typical office hours are 9-5, with flexibility of start/end times and the occasional need for work outside of that time.

**Location:** This position works primarily out of our East Vancouver office, which is located on very good transit and bike routes, and has parking available.

**Job type:** Full time permanent

**Start date:** As soon as possible

**Remuneration:** Salary range \$75,000 to \$85,000 commensurate with education and experience, with attractive vacation and extended health and dental benefits. We would be pleased to discuss further details at an initial interview.

**Equity:** LDS is committed to employment equity and believes that a workforce that reflects the diversity of the communities we serve strengthens our ability to achieve our mission. We strongly encourage



applicants of all genders, ethnic and cultural backgrounds, sexual orientations, abilities, and with a range of life experiences to apply.

**Accessibility:** Please note, LDS's main office space is located on the ground floor of the building.

**How to apply:** Please send your resume and cover letter specifically indicating past experience as ONE PDF to Rachel Forbes, Executive Director at [ed@ldsociety.ca](mailto:ed@ldsociety.ca) .

Position will be open until filled. Applications will be considered as received. Only shortlisted candidates will be contacted. Thank you for your interest. We look forward to hearing from you.