



Geoscience BC - Communications Manager

Geoscience BC is an innovative, non-profit, non-government, industry-focused applied geoscience organization. Our mandate is to encourage mineral and oil & gas exploration and development investment in British Columbia through the collection, interpretation and marketing of publicly available, applied geoscience in partnership with industry, government, academia, communities and First Nations groups. We deliver high quality geoscience information and knowledge to all stakeholders.

As a non-government, not-for-profit organization, Geoscience BC is able to be flexible, responsive and entrepreneurial. It also has a unique ability to engage with communities and other non-government organizations in the design and delivery of geoscience programs, and to provide information and knowledge to the public about geoscience and the exploration sector. Since its inception in April 2005, Geoscience BC has received \$48.7 million in Provincial government funding to undertake our mineral and energy geoscience initiatives in British Columbia.

For detailed information Geoscience BC, our projects and the opportunities we provide, please visit www.geosciencebc.com.

Geoscience BC encourages mineral, oil & gas exploration and development investment in BC. We are looking for a proactive and creative **Communications Manager** to help us communicate this story.

Reporting to the President & CEO, the **Communications Manager** is responsible for the development and dissemination of all internal and external communication and marketing materials produced by Geoscience BC (GBC) to educate the public on and in support of GBC's mission, vision values and projects.

This role offers the opportunity communicate a variety of interesting geoscience projects and to work directly with our partners, clients and stakeholders to promote geoscience investment in BC.

We are looking for someone who is detail oriented, has excellent communication skills, both written and verbal, and is passionate about promoting applied geoscience in BC. Full details about the role can be found below.

Summary of Responsibilities

Internal and External Communications

- Leads and takes responsibility for the consistency, clarity, accuracy and content of all internal and external communications.
- Works with the GBC team to create external presentations, workshops and communications to educate the public on and in support of GBC's mission, vision values and projects.
- Drafts speeches, presentations and all communications for approval.
- Writes, coordinates and produces publications including Explorer magazine, Annual Summary of Activities, brochures, pop-ups, handout materials, DVDs, and any other materials as requested.
- Writes and disseminates approved news releases.
- Coordinates interviews with media and works to earn media coverage.
- Coordinates messaging and reports with stakeholders and partners.
- Works with stakeholders to educate on geoscience investment in BC.
- Represents GBC at conferences, workshops and project meetings.
- Assists with the development of agendas, logistics and planning for Technical Advisory committees.
- Monitors and reports on media coverage relative to the industry.

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www.geosciencebc.com



Website & Social Media

- Ensures the effective use and communication of GBC's website to educate the public on GBC's work and in support of investing in geoscience in BC.
- Works with the GBC team to ensure GBC's website is up to date and accurate and that information is being disseminated on a regular basis.
- Responsible for implementing all website updates.
- Drives traffic to the GBC site; provides analytics on traffic.
- Responsible for all social media (twitter and other platforms).

Marketing

- Develops, implements and manages a communications and marketing plan in support of GBC's objectives, including support and participation at targeted events.
- Works in partnership with First Nations, industry, academia, government, and communities to communicate GBC's work.
- Development of sponsorships, events, public relations and digital media strategies designed to build awareness.
- Orders and maintains and adequate stock of promotional items.

Education, Skills & Requirements

- Bachelor's degree in English, communications, journalism, or business.
- 5+ years communications experience, preferably in geoscience.
- Strong communication skills, both written and verbally with the ability to communicate and translate geoscience data to a variety of different audiences.
- A strong editor.
- Advanced knowledge and application of graphic design programs (Corel Draw, Adobe Suite)
- Advanced web programming skills and technically savvy.
- Strong proficiency in Microsoft Office tools, including Word and PowerPoint.
- Strong media knowledge and experience; including knowledge and application of social media.
- A strong ability to multitask in a busy environment, with multiple deadlines, with attention to detail.
- Knowledge of geoscience in BC.
- Ability to plan and organize job activities effectively.
- Ability to work independently and as part of a team, as required.
- Ability to build strong working relationships.
- Ability to travel up to 40% of the time for business

To apply for this position, or to recommend someone who you feel would be an ideal candidate for this role please send your resume/questions/suggestions to: careers@geosciencebc.com.

We thank all applicants who apply, but advise that only those who have been selected for an interview will be contacted.

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