



Director of Communications Job Description

Reporting to the Executive Director, the **Director of Communications** must be able to effectively communicate and deliver TLA perspectives and positions to the membership, Board of Directors, government, industry stakeholders, media and the public.

This will be accomplished through the development and distribution of well researched communication materials including:

- *Truck LoggerBC* magazine
- Member e-newsletters
- TLA website and other electronic media including Twitter, Instagram, Facebook
- Media press releases and submissions
- Other print and media materials as needed

Responsibilities

- Prepare and present for Board approval an annual communications plan that incorporates key messaging, strategies and objectives identified within the TLA's strategic plan. The communications plan will include strategies, tactics and a workplan on how to position the TLA on various advocacy issues.
- Work collaboratively with the Executive Director, TLA Board and committees to craft and ensure delivery of strategic advocacy messages.
- Function as the editor of *Truck LoggerBC* magazine and manage the TLA Editorial Committee in the creation of advocacy-based editorial including:
 - Manage the *Truck LoggerBC* publication contract including developing and delivering annual editorial and production schedules in coordination with the publisher
 - Work with the Editorial Committee and confirm editorial content and magazine size in relation to advertising sales for four issues annually. Ensure alignment of magazine content with strategic plan messages and objectives
 - Assign content to writers, edit and proof all copy
 - Support development of and manage the annual magazine budget and advertising targets
- Work with all TLA staff to ensure effective and timely communication in all written and print materials distributed from the office including letters, notices, development of presentations, scripts and/or talking points, convention advertising and related print materials.
- Support design and development of all necessary brochures and other print and promotional materials needed for TLA events and programs and ensure consistency in messaging, effective dialogue with designers and communication/production contractors including quality control and final proofing.
- Coordinate communications with the media including preparation and delivery of news releases, media advisories, and editorial opinions in support of TLA objectives including liaising with media personnel and other communications specialists as needed.
- Produce copy for and manage the TLA website through a content management system. Be

responsible for all electronic communications including the TLA's social media presence.

- Manage and support Board of Directors communications through the preparation of the annual report and board packages including board meeting agendas, board and annual general meeting minutes and presentations as needed.
- Participate and collaborate on initiatives with other industry associations and working groups to represent TLA interests and ensure key messaging.
- Oversee the development and implementation of ad-hoc TLA communications projects including writing and editing copy, hiring contractors and overseeing production of final products. Guidance on such projects will come from various TLA committees, primarily the Communications committee.
- Produce monthly e-newsletter and ad-hoc membership updates.
- Assist the Executive Director in preparation and submission of advocacy correspondence to government and industry stakeholders.
- Monitor advocacy issues in the media and provide timely responses.
- Monitor and maintain the TLA's brand, including logo use, colours and the look of TLA publications both in print and electronically.
- Some travel is required to attend TLA functions and events across BC.

The Candidate

The candidate must be a self-starter who is prepared to work independently. They must be personable, professional and willing to work collaboratively with other staff and TLA members. Desirable characteristics include critical thinking skills, creativity when establishing strategies and tactics, and strong organizational skills—the ability to prioritize multiple tasks, be responsive and flexible to shifting demands, and meet time sensitive deadlines.

The successful candidate will have significant experience in communications evidenced by progressively senior roles and have technical training in the field.

We are looking for an individual with a working knowledge of Adobe Creative Suite, PowerPoint presentation development, online survey software such as SurveyMonkey, and website content management systems such as Drupal.

The candidate must be a creative thinker with the ability to market the TLA, handle media relations work and manage social media communications.

Applicants must possess excellent writing and copyediting skills. The ability to collect and analyze communication metrics is desirable.

Significant experience, knowledge, or education in the forestry sector will be considered an asset.

How to Apply

This posting is open until filled. Applications will be reviewed as they are submitted. Please send your resume and cover letter electronically, in confidence to:

David Elstone, Executive Director

Subject: TLA Director of Communications Search

Email: communicationsearch@tla.ca