

Communications & Member Engagement Coordinator

Do you enjoy creating clear, engaging content that helps people feel informed, connected, and supported? Are you a tech-savvy with a keen eye for design? Do you enjoy coordinating events and collaborating with a team? If so, this role may be a great fit for you.

The Division is seeking a **Communications & Member Engagement Coordinator** to play a key role in sharing our work, engaging members, and supporting our strategic communications and brand identity.

ABOUT THE ROLE

Reporting to the Manager, People and Organizational Development, the Communications & Member Engagement Coordinator supports the implementation of communications and engagement activities aligned with the Division's strategic plan. Working closely with leadership, program, and project staff, the coordinator develops and delivers content across multiple platforms, including newsletters, email campaigns, website content, social media, and member engagement materials. This role is also involved in coordinating member events, supporting engagement initiatives, gathering feedback and insights, and contributing to reporting and evaluation of communications activities.

DUTIES AND RESPONSIBILITIES:

Marketing & Communications

- Ensure all communications align with brand standards, values, and accessibility best practices
- Create, edit, and coordinate content for communications channels, including newsletters, email campaigns, website content, and social media.
- Prepare communications materials such as website copy, digital resources, reports, handouts, and member engagement materials.
- Collaborate with the Division team, committees, and members to gather content, highlight member stories, and support shared initiatives.
- Coordinate and schedule social media content to support engagement in organizational initiatives and activities.
- Maintain website content to ensure it is current, accurate, visually accessible, and aligned with brand guidelines.
- Liaise with web developers or vendors to implement approved website updates and enhancements.

Member & Partner Engagement

- Support the Division programs and projects to coordinate and deliver member events.
- Support the development and implementation of a member engagement plan, working closely with Division managers and leadership.
- Create awareness of the Division's role, services, and impact among members, interest holders, and partners, guided by the organization's strategic vision.
- Assist with evaluating member engagement activities by gathering insights, feedback, and participation data.
- Evaluate member engagement and recommend improvements based on insights and feedback.

Coordination and Support

- Coordinate multiple communications-related projects concurrently, ensuring deadlines and deliverables are met.
- Support the development of the Division's Annual Report, including organizational highlights, leadership messaging, Patient Medical Homes, and program overviews.
- Collaborate with Division managers and program leads to support initiatives that increase member engagement.
- Maintain and update internal process documents, including guidelines for content submission and newsletter contributions.
- Support the integration of member engagement strategies and key messaging across all communications plans.

Operations

- Coordinate and produce the bi-weekly Division newsletter, including content gathering, drafting, editing, and scheduling.
- Support timely and consistent delivery of internal and external communications.
- Monitor, analyze, and interpret communication metrics across platforms, including website, email, and social media analytics.
- Prepare and deliver regular performance reports, including monthly analytics for the Communications Committee.
- Use data, insights, and trend analysis to assess effectiveness, demonstrate successes, and identify opportunities for improvement.

Perform other duties as required to support the work of the Division.

QUALIFICATIONS & EDUCATION:

- Bachelor's degree in a Communications, Marketing, Graphic Design, Public Relations, or a related field and a minimum of two (2) years of direct experience in a communications or coordination role or equivalent combination of education and/or experience.
- A demonstrated commitment to cultural humility, with a focus on practicing cultural competency and sensitivity.
- Demonstrated experience creating, editing, and coordinating content across multiple communication channels (e.g., newsletters, email campaigns, websites, social media).
- Practical experience using design and layout software (e.g., Adobe InDesign, Illustrator, Photoshop, Canva, or equivalent tools)
- Knowledge of member engagement concepts and practices, particularly in community, healthcare, or not-for-profit environments, is an asset.
- A valid Class 5 Driver's License and access to a reliable vehicle is required.

KNOWLEDGE, SKILLS & ABILITIES:

- Excellent organizational and time management skills, with the ability to prioritize tasks, adapt to changing needs, and meet multiple deadlines with minimal supervision.
- Working knowledge of design and layout principles, including visual hierarchy, accessibility, branding, and consistency across formats.
- Familiarity with digital communications tools and platforms, including websites (e.g., CMS platforms), email marketing tools (e.g., CyberImpact), and social media channels.
- Attention to detail, particularly in editing, formatting, scheduling, and publishing communications materials.
- Strong written communication skills, with the ability to draft, edit, and proofread clear, engaging, and audience-appropriate content.
- Effectively manages and prioritizes own schedule, maintaining accountability for assigned tasks and responsibilities.
- Strong ability to stay productive and focused under pressure, particularly during high-demand periods.
- Ability to work effectively and efficiently independently and as part of a team, ensuring deliverables align with organizational goals.
- Excellent interpersonal and communication skills, with the ability to effectively engage with individuals from diverse backgrounds, both in writing and verbally.
- Ability to independently research and stay informed on industry trends, regulations, and best practices.
- Competent in office software and digital tools (e.g., Microsoft Office Suite, CRM systems, and project management tools).

- Understanding of confidentiality and privacy regulations, with the ability to handle sensitive information securely and in compliance with relevant laws.

WORKING CONDITIONS:

- This position is a home office-based position located in Comox Valley Region, with occasional in-person meetings or events.
- This position requires regular communication through virtual meetings, email, and digital collaboration tools.
- This role requires comfort with self-directed work, virtual collaboration, and managing tasks with minimal direct supervision.
- Typical work week is Monday through Friday, with occasional evening or weekend work as required.
- Occasional travel within the Comox Valley region for team or partner meetings, training sessions, and events is required.

EMPLOYMENT DETAILS:

- Full-time, 35 hours per week. Eligible for benefits after 3 months.
- Monthly Connectivity Stipend
- Resides in the Comox Valley with a home office and high-speed internet.
- Starting range: \$28-\$35/ hour
- The estimated range is the budgeted amount for this position. Final offers are based on various factors, including skill set, experience, internal equity, qualifications, and other job-related reasons.

DIVERSITY AND INCLUSION

The Comox Valley Division of Family Practice is committed to improving equality and promoting diversity in the workplace. We strive to create an inclusive, psychologically and physically safe environment where everyone is heard and valued for their contributions. We value diversity in the people we employ.

Closing Date: April 12th, 2026, at 11:59pm.

To apply please send your cover letter and resume to Catherine Browne, Executive Director at cbrowne@comoxvalleydivision.ca

Thank you to all interested candidates. Only candidates selected for an interview will be contacted.