

Communications and Engagement Specialist- Comox Strathcona Waste Management (CSWM) Permanent Full-time (35 hours per week)

We are accepting applications for a full-time **Communications and Engagement Specialist** (Specialist) to join our Solid Waste team. This role is essential in helping residents, businesses, and community stakeholders understand, participate in, and support our waste reduction, recycling, and composting goals. A key member of a small but passionate solid waste team, this role helps build understanding, trust, and active participation across both the Strathcona Regional District and Comox Valley Regional District (CVRD) by translating complex waste and sustainability policies into clear, accessible messaging.

The Specialist develops and implements communication and public engagement strategies in alignment with International Association of Public Participation (IAP2) standards and CVRD corporate guidelines. Under the direction and guidance of the Manager of Solid Waste Planning and Policy Development, the Specialist works on a variety of public, Indigenous, and stakeholder engagement for regional waste reduction, recycling, and solid waste projects including the update to our regional solid waste management plan. The Comox Strathcona Waste Management Service (CSWM) has an annual operating budget of \$13,000,000 and manages over 100,000 tonnes of waste and recycled material annually. This position would support a number of diversion and education programs for the service directly impacting the amount of waste going to landfill in our community.

The primary responsibilities of the role are to:

- Develop and execute multi-channel communications and engagement plans to support CSWM initiatives efficiently and cost-effectively;
- Ensure CSWM branding, messaging and graphic standards are clear, consistent, and aligned with CSWM core services, strategic plan drivers, and priorities;
- Collaborate with partner municipalities, Strathcona Regional District, and First Nations communities for the dissemination of CSWM information;
- Develop and oversee various communications materials, such as issues briefings, key messages, news releases, reports, videos, backgrounders, newsletters, brochures, displays and signage;

- Lead the development and execution of targeted education campaigns aimed at driving behavioral change and fostering a culture of waste reduction and sustainability within the community;
- Develop comprehensive social media plans tailored to each platform to promote CSWM initiatives, events, and campaigns, enhancing brand visibility;

Our ideal candidate is:

- An exceptional communicator with superior writing, facilitation and interpersonal skills and the ability to foster effective, collaborative relationships;
- Skilled at developing and participating in the implementation of all facets of a strategic communications and engagement plan;
- Adept at disseminating information with accuracy, consistency, and thoroughness with strong attention to detail;
- Able to effectively manage multiple demands, logistics and budgets;
- Able to adapt to change, identify and develop the best tools and timing for providing effective information to diverse audiences;
- Educated in communications, engagement, public relations or another related discipline with a minimum two or three years of post-secondary education following high school graduation;
- Skilled in public engagement and communications, with minimum four to five years' experience in developing and implementing communications programs and engagement initiatives for a diverse organization, preferably in local government;
- A certified public participation professional through IAP2 Canada;

To review the complete job description and to apply go to www.comoxvalleyrd.ca/jobs.

At the Comox Valley Regional District (CVRD) we are committed to fostering a respectful, inclusive, equitable and diverse workplace which is representative of the community we serve. Our core values: **collaboration, service, accountability** and **sustainability** help guide us in everything we do. If you share our commitment and values, please consider applying with us.

Working with the CVRD is a plus for everyone. To learn more, visit our website at www.comoxvalleyrd.ca/about/careers/work-cvrd

A valid BC Class 5 driver's license is required for this role. Successful candidates will be required to consent to a Canadian Criminal Record Check.

This is a CUPE Local 556 position with a current interim wage rate of \$41.10 per hour.

The closing date for this position is Monday, May 12th 2025 at 3:00 pm. Applications for available positions must be received prior to the indicated closing date and time. We appreciate all applications; however, only short-listed candidates will be contacted. If your application is shortlisted, you will be contacted in a timely manner to arrange an interview. Virtual or in-person interviews are available.

The CVRD respectfully acknowledges the land on which it operates is on the unceded traditional territory of the K'ómoks First Nation, the traditional keepers of this land.

The CVRD is committed to providing a safe, respectful and inclusive work environment. We celebrate diversity and welcome applications from all qualified candidates.