



**Position Title: Communications Specialist**

**Department:** Member Experience, Programs, and Communications

**Department:** Operations & Organizational Health

**Reports to:** Director, Member Experience, Programs, and Communications

**Reports to:** Director, Operations & Organizational Health

**Location:** Burnaby BC-Hybrid (minimum 2 days/week in office; full-time in office during probation)

**Employment Type:** Full-time, Permanent

**Salary Range:** \$78000 - \$86,500

**Midwives Association of BC**

The Midwives Association of British Columbia (MABC) is the professional non-profit association representing midwives in BC. The Association works to sustain the midwifery profession through advocacy, the ongoing development and enhancement of its services, and positioning midwives as primary care providers.

MABC collaborates with its 400+ members to strengthen access to high-quality, culturally safe perinatal and sexual health care across the province—through education, strategic programs, and policy leadership.

Midwives walk alongside families and life-givers through moments of deep transition, offering skilled, compassionate care throughout the reproductive journey. Join us in our mission to make a meaningful impact on the lives of midwives and the communities they serve.

We are currently hiring a Communications Specialist to support our growing initiatives. If you're passionate about systems change and want to contribute to

the future of midwifery in BC, we'd love to hear from you!

**Communications Specialist Role**

Are you an experienced communicator with a talent for turning important work into stories that engage and inspire? MABC is looking for a skilled Communications Specialist to help elevate the voice and visibility of our association. Working closely with the Director of Member Experience, Programs, and Communications, you'll execute key



elements of our Communications Plan—creating engaging content, producing member communications such as newsletters and updates, managing our social media channels, and sharing the impact of midwifery care with our partners and the public. If you're passionate about meaningful work and believe in the power of clear, compelling communication, we'd love to hear from you.

### **Key Responsibilities:**

- Responsible for the development and execution of the communications strategy, and acting as a brand champion to ensure clarity, consistency, and cultural safety in voice and tone in all MABC communications
- Create, curate, and manage content across multiple channels, including website, newsletters, social media, and email campaigns.
- Develop, and execute impactful social media campaigns to increase public awareness, engagement, and support
- Monitor social media trends and conversations to stay informed and responsive.
- Ensuring email campaigns are optimized to increase open and click-through rates.
- Ensure timely and consistent delivery of internal communications, utilizing analytics to measure the effectiveness of communications delivered and implement improvements.
- Oversee the organization's website content, ensuring it is up-to-date, visually appealing, and aligned with brand guidelines.
- Work with web developers to implement updates and improvements.
- Collaborate with internal teams, committees, and external partners to gather content and support organizational initiatives.
- Monitor and analyze communication metrics to assess the effectiveness of strategies.
- Provide regular reports on key performance indicators and leverage data and observations to make improvements.
- Ability to manage multiple projects and deadlines in a collaborative environment. Contribute to strategic communications planning to identify and advance opportunities to showcase and amplify underrepresented midwives' work and make midwifery care more accessible to a wide range of communities underserved by the healthcare system under the direction and approval of the Director of Member Experience, Programs, and Communications.

### **Qualifications:**

**We welcome applicants with a range of educational, professional, and lived experiences.**



**If you meet most (but not all) of the criteria below and are passionate about the role, we**

**encourage you to apply.**

### **Preferred Experience and Knowledge**

- Bachelor's degree or equivalent training and experience in Communications, Public Relations, Marketing, or a related field.
- Proven 8 to 10 years' experience in communication, public relations, or a related role, preferably within the nonprofit sector.
- Strong written and verbal communication, including grammar and proofreading skills
- Basic graphic design skills and experience using design tools (e.g., Canva).
- A demonstrable passion for creating engaging digital media content across multiple channels.
- Familiarity with tools such as WordPress, Mailchimp, Adobe, Google Suite, SharePoint and CRM systems.
- Ability to work collaboratively in a team environment.
- Detail-oriented with strong organizational and multitasking skills.
- Passionate about making a difference and serving MABC members.
- Creative and willing to share your ideas.
- Familiarity with communications in a nonprofit, membership organization, or professional association is an asset.
- Familiarity with BC's health care sector and/or regulated health professions is also an asset.

### **What We Have to Offer**

- A full-time permanent hybrid position based in Burnaby, British Columbia
- Salary range of \$78,000 - \$86,500
- Comprehensive extended health and dental benefits
- 3 weeks paid vacation plus generous sick and wellness leave
- Employer RRSP contribution
- Professional development opportunities
- A supportive and engaging team culture centered on care, integrity, and purpose



## **Working with MABC**

MABC is committed to creating a welcoming and inclusive workplace that reflects the diversity of the communities we serve. We strongly encourage applications from Indigenous Peoples, Black and racialized individuals, people with disabilities, LGBTQIA2S+ individuals, and others with the skills and lived experience to contribute meaningfully to this role.

We recognize that conventional qualifications are not the only measure of readiness, and value community knowledge, relational experience, and commitment to systemic change. If this role resonates with you, we encourage you to apply.

## **How To Apply**

Please submit your application, including a resume and a brief cover letter outlining your interest and experience relevant to the role.

If you require any accommodations, please contact [application@bcmidwives.com](mailto:application@bcmidwives.com).

We thank all applicants for their interest—only those selected for an interview will be contacted.