



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## People & Culture Employer Branding Communications Specialist

<b>Job ID</b>	<b>CD-52-8F-C8-CD-99</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=CD-52-8F-C8-CD-99">https://careers.indigenous.link/viewjob?jobname=CD-52-8F-C8-CD-99</a>	
<b>Company</b>	Canuck Place Children's Hospice	
<b>Location</b>	Vancouver, British Columbia	
<b>Date Posted</b>	From: 2023-06-02	To: 2023-06-18
<b>Job</b>	Type: Full-time	Category: Human Resources
<b>Job Salary</b>	Compensation: \$61,000 - \$71,000 year	
<b>Languages</b>	English	

### Description

People & Culture Employer Branding Communications Specialist

Location: Working remotely / hybrid - Vancouver, BC

Reporting to: Manager, People & Culture

Job status: Permanent, full-time 1.0 FTE (75 hours bi-weekly)

We want our staff to "thrive" not just survive, so Canuck Place is committed to living our values of care exceeding not just minimum wage but living wage in B.C. This means that regardless of role our entry level salary is a minimum of \$25.64 per hour equivalent to \$50,000 full-time annually.

#### ABOUT US

Canuck Place Children's Hospice (CPCH) is British Columbia's recognized pediatric palliative care provider. For over two decades, through the many programs and services we provide, we have made a significant difference in the lives of children with life-threatening illnesses and the families who love them. Be part of a talented and innovative team that takes pride in supporting and providing the highest quality pediatric palliative care.

It is the expectation for all roles across the organization to know the organization's philosophy of pediatric palliative care and uphold a commitment to further ones knowledge. Our philosophy of pediatric palliative care is as follows: Pediatric palliative care improves quality of life, promotes comfort, and reduces suffering for children with life-threatening conditions (serious illness) and their families through a holistic approach addressing; physical, emotional, social and spiritual needs. It is collaborative person & family-centered care delivered using a team-based approach throughout the continuum of care across all ages and stages of illness, including bereavement. It values choice and honest and compassionate communication.

At Canuck Place we understand that uniqueness is powerful. We hold each other accountable for an inclusive environment where employees feel empowered to share their experiences and ideas and know that they belong. We believe diversity drives innovation and the best pediatric palliative care for children and their families therefore we welcome that every person brings an individual perspective and experience to advance our mission. We have more work to do to advance diversity and inclusion and we are building a culture where difference is valued. We have a commitment to

inclusion across gender identity or expression, sexual orientation, religion, ethnicity, age, neurodiversity and disability status, to ensure our team members are empowered to bring their full, authentic selves to work. All staff are encouraged to contribute their perspective and lived experience through our internal employee groups such as Care 4 the Caregiver, DEIB (Diversity, Equity, Inclusion & Belonging), and Truth and Reconciliation Committees.

#### WHY SHOULD YOU CHOOSE TO WORK HERE

Canuck Place careers are full of connection, community, and care. We aim to nurture a supportive culture rooted in compassion, collaboration and support while providing expert care to children and families. Our team includes individuals with a special blend of sensitivity, compassion, and appreciation for life. Canuck Place is where no moment is missed. A place where you can make a difference.

We offer a competitive compensation and benefits package from your first day that includes:

- 20 days' vacation (pro-rated to your full-time equivalency) to start with ongoing annual anniversary increases up to an organizational maximum of 45 days
- Up to two paid mandatory wellness days a year
- Generous paid leave including compassionate and special leave when you need it
- Municipal Pension Plan (MPP)
- 100% employer paid benefits package from your first day which includes extended health and dental and \$1,500 annually for counselling
- Health and Wellness Spending account that provides up to \$1,000 annually to ensure you can focus on the benefits that are important to you and your family
- Flexible working options
- Free meals on-site at the hospices
- Continuous paid training and development opportunities so everyone has the opportunity to learn new skills and grow
- Ongoing parental support including top up for maternity and parental leave and paid leave for new grandparents

#### YOUR ROLE

This is a new position to join our dynamic People and Culture team of three. In this role, you will be responsible for developing and implementing effective communication strategies to enhance our employer brand, attract top talent, support employee retention, and promote diversity, equity, inclusion and belonging. Additionally, you will play a critical role in internal People and Culture communications, ensuring consistent messaging and engagement with our employees. You will also support the entire recruitment cycle for the organization, focusing on a positive candidate experience.

If you have most of the required skills and experience, and you are eager to learn and grow, we encourage you to apply. We understand it is a demanding role, but we believe in supporting motivated individuals on their development journey. Take this opportunity to join our team!

#### Responsibilities:

- Develop and execute comprehensive employer branding strategies to enhance our organization's reputation and attract top talent from diverse backgrounds.
- Create compelling content, including job descriptions, career profiles, blog posts, and social media updates, to showcase our inclusive employer brand and highlight our unique culture, commitment to DEIB and opportunities.

- Collaborate with your People and Culture team to develop and implement internal communication plans and initiatives that promote DEIB, engage and inform employees, and contribute to an inclusive and equitable work environment.
- Manage all HR communication channels, including intranet, emails, and internal platforms, to ensure diverse voices and perspectives are represented and that key messages on DEIB are effectively communicated.
- Craft and distribute internal HR announcements, policy updates, and HR-related campaigns that promote and foster an inclusive culture, ensuring employees feel valued, respected, and included.
- Coordinate with various stakeholders to collect and share employee success stories, testimonials, and other relevant content to amplify all voices.
- Monitor and analyze key metrics to measure the effectiveness of employer branding and internal HR communication initiatives, and make data-driven recommendations for improvement to enhance our efforts in attracting and retaining diverse talent.
- Actively source diverse talent, expand talent pools, and implement strategies to reduce bias in the hiring process.
- Develop and implement inclusive interviewing and assessment practices that promote equity and objectivity in candidate evaluation.
- Stay updated on industry trends, best practices, and emerging technologies in employer branding, HR communications, and talent acquisition, and apply relevant knowledge to enhance our strategies.
- Manage the alignment of messaging and ensure a consistent employer brand experience throughout the candidate journey, from attraction to onboarding, fostering a positive candidate experience.
- Support employer brand activation at recruitment events, career fairs, and other external opportunities to attract top talent, increase brand visibility, expand our talent pool and strengthen our organization's reputation as an employer of choice.
- Manage the organization's recruitment process from posting to offer.
- Support the transition to a new Applicant Tracking System to enhance candidate and hiring Manager experience
- Conduct market research and competitor analysis to stay updated on industry trends, benchmark employer branding initiatives, and identify areas of improvement.
- Develop and maintain relationships with external partners, such as universities, professional organizations, and our DEIB partners to expand talent networks and promote the organization as an employer of choice.
- Analyze and leverage data from employee feedback, exit interviews, and surveys to identify areas of improvement in employee experience, talent attraction, and retention strategies.
- Monitor employer review platforms and respond to employee reviews, providing constructive feedback, addressing concerns, and promoting the organization's positive employer brand image.
- Collaborate with the Communications and Marketing team to align external branding and messaging with the employer brand, ensuring consistency and alignment across all communication channels.
- Assist in crisis communication and reputation management efforts related to HR issues, ensuring transparency, accuracy, and alignment with the organization's values and culture.
- Stay informed about legal and regulatory changes related to HR practices, employer branding, and

talent acquisition, ensuring compliance and providing guidance to stakeholders.

- Collaborate with your People and Culture team to execute and improve onboarding and orientation programs for new employees, ensuring a smooth transition and integration into the organization.
- Conduct candidate and new hire surveys and feedback mechanisms to gather insights and identify areas for improvement in recruitment practices and employee satisfaction.
- Stay updated on industry trends, best practices, and emerging technologies in HR, employer branding, and talent management, and make recommendations for continuous improvement.
- Participate in HR and talent acquisition events, conferences, and industry forums to expand professional networks and stay current with industry trends.
- Assumes other related responsibilities, as assigned.

## EDUCATION AND EXPERIENCE

Bachelor's degree in Human Resources, Communications, Marketing, or a related field, or the equivalent in practical experience.

Qualifications:

- Expertise in employer branding, HR communications, or related fields, with a demonstrated understanding of DEI principles and practices.
- Excellent written and verbal communication skills, with the ability to create engaging and impactful content for various platforms and diverse audiences.
- Strong project management skills, with the ability to prioritize and manage multiple initiatives simultaneously.
- Proficiency in using social media platforms and other communication tools.
- Data-driven mindset with experience in measuring and analyzing key metrics to evaluate the effectiveness of DEI-related communication initiatives.
- Familiarity with recruitment and talent acquisition processes, including strategies for expanding talent pools and promoting equity in hiring.
- Experience in managing the recruitment cycle: shortlisting candidates, conducting interviews and reference checks, making offers with a focus on reducing bias and promoting diversity and inclusion.
- Strong interpersonal skills and the ability to collaborate effectively with cross-functional teams and stakeholders.
- Creative thinking and the ability to bring fresh ideas and innovative approaches to employer branding, talent attraction, DEI, and HR communications.
- Knowledge of employment laws, regulations, and best practices related to employer branding, HR communications, DEI, and inclusive hiring practices.

You have:

- High integrity; creativity; balance, good judgment and objectivity; high vision and conceptual capabilities; consultative, facilitate and collaborative; sense of humor.
- Excellent time management skills.
- Demonstrates flexibility that allows you to work with high energy, creative people.
- Able to thrive and effectively manage priorities in a changing, ambiguous environment.

Please note:

- Evidence of Health Canada approved vaccinations must be provided prior to your first day of work.
- Flexibility is necessary, as this position may require occasional weekend and evening work and travel within and outside the Lower Mainland.

## RECRUITMENT PROCESS

We understand that the recruitment process is not a one size fits all, our inclusion values and flexibility extend to your hiring experience. Canuck Place is committed to providing inclusive access and accommodations throughout the application and selection process. We are continuously working to improve our systems, policies, and practices to ensure our employees, in all their diversity, can succeed. Should you require accessibility accommodation through the recruitment process, please let us know and we will work with you to meet your needs.

Canuck Place Children's Hospice hires on the basis of merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We especially welcome applications from Indigenous persons, visible minority group members, persons with disabilities, people of all sexual orientations, genders and gender identities, members of the 2SLGBTQIA+ community.

### **How to Apply**

Click "Apply Now"

Please submit your cover letter and your resume at <https://www.canuckplace.org/about-us/careers/> by June 18, 2023. We thank all applicants for their interest; however, only those candidates who have been short-listed will be contacted.