

JOB DESCRIPTION

Job Title	Manager, Community Impact (Maternity Leave Contract)
Organization	Gibsons Community Building Society (GCBS)
Reports to	Executive Director
Term	Regular Full-Time; 37.5 hrs/week
Wage	Management Level III
Job Summary	Primary staff person responsible for finding new and innovative ways to grow GCBS' rental portfolio and increase community impact.

BACKGROUND

Gibsons Community Building Society is a not-for-profit organization and proud operator of Gibsons Public Market and the Nicholas Sonntag Marine Education Centre.

MISSION: To build a thriving community through the successful integration of vibrant community programs and public gathering spaces, an inspiring marine education centre, and a bustling local market, to showcase Coastal life and support community economic development.

VISION: Creating a vibrant hub of Coastal life.

VALUES: Community-centred, Inclusive, Accountable, Respectful, Collaborative, Resourceful

STRATEGIC PRIORITIES: Social Enterprise Revenue, Community Impact, Fundraising, Stewardship and Governance

Gibsons Public Market creates high quality social connections through inviting spaces and innovative programming, helping to overcome isolation and build a stronger more caring community. Our bustling market is home to six local food merchants and an award-winning bistro, and hosts a wide range of opportunities for local entrepreneurs including a commissary kitchen, seasonal markets, art shows and musical performances.

The Nicholas Sonntag Marine Education Centre's "collect-hold-release" aquarium and programming introduces learners of all ages to the mystery, wonder and magic of the undersea world at our door step, fostering a community that deeply cares for the health of our ocean. As a registered charity, the Centre's mission is to sustain healthy coastal life by connecting people to the ocean and inspiring positive behaviour change. We do this through engaging educational programs, a world-class collect-and-release aquarium, and community-centred stewardship initiatives. Our vision is an educated community that actively cares for the health of our ocean.

JOB PURPOSE AND SUMMARY

In partnership with the Executive Director, the Manager, Community Impact is responsible for:

- Developing, evaluating and improving GCBS programs, including the rental portfolio
- Implementing and promoting related initiatives and activities
- Monitoring existing programs to develop and improve the overall suite of programs
- Spearheading initiatives that grow GCBS's impact in the community
- Identifying sponsorship opportunities and partnerships that support strategic priorities and align with vision
- Developing relationships with key stakeholders, supporting outreach initiatives, and promoting programs, to achieve budgeted revenue and expenses
- Overseeing the development and implementation of communications & marketing strategies and materials
- Participating as a member of a team, understanding their role, remaining flexible, embracing collaboration, holding them self accountable, and backing up goals with actions
- Upholding the organization's values

DUTIES AND RESPONSIBILITIES

1. Contributes to the development, evaluation and improvement of GCBS programs by:

- Conducting research on emerging themes and best practices in community economic development, community development, social innovation and program design through the regular review of traditional and new media, association and practitioner resources
- Designing and managing the collection of qualitative and quantitative data for evaluation of program outputs (i.e. number participants), outcomes and impacts (i.e. identifying key performance indicators and methodologies)
- Participating in strategic planning for programs with key stakeholders
- Developing business cases for new programs in alignment with the organizations mission and vision

2. Manages implementation and promotion of program initiatives and activities by:

- Participating in promotional and outreach activities including liaising with partners and participants and engaging with the broader community
- Overseeing the execution of initiatives by contributing to event design and facilitating the negotiation of venues, services, and vendors, and creating and overseeing event budgets
- Achieving assigned revenue targets and expenses within approved budgets
- Working with and leading volunteers to execute events

3. Manages GCBS' community gathering spaces and rental spaces by:

- Continuously improving and growing our rental business by liaising with renters, rental companies, caterers, planners and suppliers
- Negotiating rental fees and contracts, while ensuring necessary permits and documents are in place and in compliance with government and municipal regulations
- Coordinating the accounting to ensure customers are invoiced, payment is secured on time, and any refunds are processed in a timely manner

- Guaranteeing events and rentals function within booked times
- Overseeing delivery of events and rentals to desired standards
- Achieving assigned revenue targets within approved budgets
- Tracking and maintaining all inventory and equipment
- Working with staff team to improve systems and performance

4. Develops and implements program and events communications and marketing by:

- Managing internal and external program communications for GCBS
- Supporting the needs of GMECS in collaboration with assigned managers and the Executive Director
- Contributing to development of content strategy for both digital and printed channels including websites and social media channels
- Ensuring overall integration of content is consistent with program strategic goals and GCBS and GMECS community engagement objectives
- Liaising with Executive Director on strategies for media relations, messaging, event and program promotion
- Maintaining comprehensive data sets on program activity and preparing information, reports and presentations for Executive Director and internal and external stakeholders

5. Identifies and supports the negotiation of community engagement activity partnership and sponsorship opportunities with internal and external communities by:

- Attending related events, participating on approved related community committees/groups, acting as an ambassador for programs
- Presenting on programs to raise the profile of GCBS' community engagement activities
- Researching, drafting, and preparing partnership, grant and fundraising proposals
- Working with the Executive Director to negotiate, facilitate and monitor partnerships, grants and sponsorships processes and applications
- Collecting data and preparing materials to facilitate communications with partners and donors

6. Carries out associated administrative responsibilities by:

- Providing recruitment, orientation, training and oversight of staff, volunteers, co-op students and work study students involved with the delivery of activities. Provides orientation/training and allocates/prioritizes work assignments.
- Proceduralizing work and develops processes for delegation to staff and volunteers
- Designing, developing and maintaining the digital architecture (Google Drive, shared server, CRM, internal communications, etc.), and contributing to the development and adherence to office policies and processes that support organizational effectiveness and culture, and align with GCBS' policies as needed
- Providing on call back-up support for GCBS

IMPACT OF DECISION MAKING

The Manager, Community Impact is responsible for:

- Identifying strategic opportunities within the community
- Organizing and delivering reports on project initiatives
- Managing venues for events and required resources

- Identifying and developing programming approaches, partnerships and sponsorship opportunities
- Establishing and maintaining effective program and office systems, processes and procedures, and evaluation
- Managing the website and social media channels
- Identifying and developing strategies for media relations, messaging and event promotions

RELATIONSHIPS

The Manager, Community Impact:

- Establishes and maintains relationships and alliances
- Maintains effective communications
- Shares information and readily determines to whom to go for relevant information
- Seeks assistance and feedback in the problem-solving process
- Partners with others to achieve expectations

QUALIFICATIONS

- Bachelors degree in Arts and Social Science and five years of related experience in program development, evaluation and administration; communications and marketing; community engagement, and event planning, OR an equivalent combination of education, training, and experience.
- Excellent oral and written communication skills
- Excellent organizational, interpersonal and conflict management skills
- Excellent research, evaluation, analytical reasoning and problem-solving skills
- Excellent negotiating skills
- Excellent supervisory skills
- Excellent event planning skills
- Effective budget management skills
- Ability to conduct and present public information sessions for the community as well as internal and external stakeholders
- Ability to produce reports with attention to detail and accuracy
- Ability to work independently and as part of a team
- Proficient in the use of standard office applications and customer relationship management (CRM) system (e.g. MS Office, Salesforce)

MANAGES THE FOLLOWING EMPLOYEES/CONTRACTORS

The following employees/contractors report directly to the Manager, Community Impact:

- Event Coordinator
- Operations Coordinator - Facilities
- Administrative Assistants
- Marketing Contractor