



Job Title: Public Relations and Communications Specialist

Reports To: Marketing Manager

Hollyburn Properties Ltd. is a forward thinking property management company dedicated to providing the finest rental apartment homes. We proudly celebrated our 40th Anniversary in 2015 and we continue to grow with 85+ privately owned and operated apartment communities in Vancouver, Calgary, Toronto and Ottawa. We are also developing our own portfolio of new rental products. Our Head Office is located in the heart of Vancouver's West End.

Position Summary

The **Public Relations and Communications Specialist** contributes to Hollyburn's goals via a broad range of marketing and public relations activities. The Specialist is responsible for strategic communications planning, media relations, issues management, and content creation for digital and traditional media.

Key Duties and Responsibilities

- Media Relations:
 - Primary point of contact for media inquiries
 - Coordinate the scheduling of media interviews and events
 - Communications support/ coaching for executives and staff in preparation for press interviews and events
 - Create and distribute Press Releases as required
 - Maintain an up-to-date Hollyburn Media Contact List
 - Build relationships with key media personnel
 - Work with external PR consultants
 - Create annual media/communications report documenting all coverage and reach
- Stakeholder Relations:
 - Liaise with industry associations and community organizations (Eg. UDI, FRPO, CRRRA, BBB, CRB, North Vancouver Chamber of Commerce, etc.)
 - Advance Hollyburn's position as an industry leader
 - Manage all community partnerships (Covenant House, Gordon Neighbourhood House, etc.)
 - Plan community engagement events for staff (Pink Shirt Day, community volunteer opportunities)
 - Member of West End BIA Promotions Committee
 - Member of Jim Deva Plaza Oversight Committee
 - Attend association related events, networking opportunities
 - Build relationships with key industry players and competitors
- Corporate Communications:
 - Produce and/or edits public-facing communication materials as necessary (eg. policies, formal correspondence with residents)
 - Copywriting for all print and web
 - Quarterly elevator boards

- Quarterly e-mail campaigns to residents plus additional as needed
- Produce editorial content for industry publications
- Social Media and Blogging:
 - Create annual Communications and Events Calendar
 - Keep up to date on current industry news, share information with team as necessary
 - Manage all Hollyburn social media platforms (Blog, Facebook, Twitter, Google +, LinkedIn, Instagram)
 - Minimum 1 blog post per month related to Hollyburn’s business or industry
 - Monitor online reputation. Respond to all customer inquiries/comments/reviews in a timely manner
 - Report on the effectiveness of social media initiatives; suggests new strategies as required
 - Mentor and train other team members on social media best practices. Manage social media support
- Event Sponsorships and Management
 - Negotiate sponsorship packages and partnerships for community events
 - Manage event set up and activation, prepare event materials: checklists, maps, layouts
 - Schedule Marketing Team attendance
 - Plan and execute corporate events as required
- New Developments:
 - Create content for website, marketing collateral
 - Create and manage all communications (waitlist nurturing e-mails, etc.)
 - Assist with development application and rezoning process, community outreach, and stakeholder relations (eg. municipal staff, consultants, facilitators)
 - Event planning and facilitation – D.I.S., Town Hall Meeting, City Council Meetings, Public Hearings
 - Create content and presentations as necessary
- Manages special projects as required
- Performs any other duties and responsibilities as assigned

Knowledge, Skills and Abilities

- Bachelors Degree in Communications or a related field;
- Minimum 3 years’ experience in Public Relations or Communications;
- Excellent writing, editing and proofreading skills. Experience in business/marketing writing;
- Excellent computer skills with proficiencies in MS Office and PR applications, such as MarketWire and Cision. Ability to learn new programs/applications as needed;
- Attention to detail and accuracy, even as priorities change and urgencies intervene;
- A high degree of judgement and discretion as well as decision-making ability and the capability of handling confidential and sensitive information in an appropriate manner;
- Ability to strategize, plan and organize work efficiently and effectively;
- Ability to analyze, problem-solve, mediate and mitigate difficult situations
- Excellent communication skills with the ability to build relationships with key stakeholders;
- Strong interpersonal skills; Ability to work independently and in a team environment where mutual support is essential;
- Ability to work some evenings or weekends, when required;
- Ability to think creatively

Application

To apply, please send your resume and cover letter to careers@hollyburn.com, quoting “Public Relations & Communications Specialist” in the Subject Line.

We thank all applicants in advance, however only qualified candidates may be contacted directly.