



JOB DESCRIPTION

Title: Accessibility Consultant, Marketing & Communications

Employment Type: Contract to February, 2022

Work Schedule: Flexible (Full-Time or Part-Time)

Reports to: Senior Accessibility Consultant, Strategy and Engagement

Job Category: Marketing and Communications

Location: Vancouver, BC (accessible by transit)

Salary Range: \$45,000-\$70,000, plus extended health care benefits

THE PRESIDENTS GROUP

The Presidents Group, formed in 2013, is a network of business leaders in B.C. who are focused on increasing employment opportunities for people with disabilities. The Presidents Group works to improve human resource practices within businesses by identifying innovative workforce strategies that support all employees and enhance productivity. The Presidents Group identifies barriers and solutions for businesses when hiring persons with disabilities and creates opportunities for the province, in partnership with B.C. businesses, to improve supports for employers in order to support the hiring and retention of people with disabilities.

OVERVIEW

The Accessibility Consultant, Marketing & Communications engages the business community online through the website, social media and other platforms. The role incumbent will raise awareness about the business case behind hiring people with disabilities, and find opportunities to share the work of the Presidents Group and the online Community of Accessible Employers with new audiences. This role will also be responsible for curating and creating content that helps employers be more accessible and inclusive. Depending on the experience level and skillset of the successful candidate, the role can be scaled to include more strategic elements, like developing communications plans and campaigns, or be adjusted to a more tactical role.

KEY AREAS OF ACCOUNTABILITY FOR THIS ROLE ARE:

Core Responsibilities:

- Support for the Presidents Group members, and their organizations.
- Liaising with all stakeholders including Presidents Group, government, and the Community of Accessible Employers.
- Promoting the work of the Presidents Group and acting as an Ambassador for the brand.
- Focused on tactical delivery of marketing and communications activities.

Marketing & Communications

- Target specific publications and associations to find opportunities to market the Presidents Group message.
- Attract more visitors to the website.
- Build social media presence and following – particularly on Twitter and LinkedIn.
- Implement and continue to develop the communications plan including earned and social media.



Presidents Group

- Continuously improve site functionality, and ensure website is maintained effectively.
- Link in with member organizations' communications teams to maximize existing opportunities.
- Content management and oversight for the creation of an online, interactive presence for collection and sharing of resources and best practices.
- Review website analytics to determine strategy for web promotion.
- Develop and update the Resource Toolkit (guides, checklists, audit tools, etc.) and Stories and Case Studies, based on research and collective learnings of the business community.
- Write Presidents Group newsletter with relevant content.
- Ensure all content created is accessible.
- Administrative duties as required.

Community & Member Engagement

- Maintain positive relationships with organizations and associations to find opportunities for collaboration.
- Online engagement and development of the Community of Accessible Employers.
- Develop relationships with members of the Presidents Group and Community of Accessible Employers to learn about their accessibility initiatives, document them, and meet regularly to identify additional opportunities.
- New member intake including creating a leadership profile, uploading content on the web, and helping them assess areas of opportunity within their organization.
- Create and maintain speakers' bureau for key events.
- Connect members to services, tools and resources.

Skills

- Strong communication skills, both written and verbal.
- Comfortable with delivering presentations to senior leaders.
- Proven ability to build solid relationships and work collaboratively.
- Either open to being coached, or able to work towards vision with limited direction.
- Strong project management skills.
- Business development is an asset.
- Proficient with MS Office and experience with Photo Editing Software (i.e. Adobe Photoshop or equivalent)
- Experience with Adobe Acrobat and Making PDFs Accessible is an asset.
- Experience in WordPress and/or knowledge of basic HTML is an asset.

Knowledge and experience

- Minimum 2 years relevant experience.
- Knowledge of accessibility practices.
- Lived experience is an asset.

Candidates with disabilities are encouraged to apply for this opportunity. Reasonable accommodation is available and candidates are encouraged to advise the recruiter of any adjustments that may be required to bring out their best either during the application process, or if hired, at work.