



Community Relations Specialist, British Columbia

Windmill MicroLending is a registered charity, converting potential into prosperity by offering low-interest loans to help skilled newcomers obtain the credentials they need to restart their careers in Canada. Since 2005, Windmill has approved over \$22 million in microloans to over 4,000 skilled immigrants and refugees.

Windmill has an ambitious growth plan, and expects to serve 4,000 skilled newcomers a year by 2023.

The Position

The Community Relations Specialist will develop the channels and relationships required to ensure Windmill can meet its objective of helping support many more skilled immigrants a year, with an emphasis on immigrants most likely to succeed with Windmill's support.

This work will include executing Windmill's ongoing strategic outreach plan - establishing a referral network of immigrant-serving organizations, learning institutions, regulatory bodies, professional associations and ethno- and occupation-specific groups. While the primary geographic focus is the Greater Vancouver Area, the position will also represent Windmill across British Columbia, and build referral networks across Canada in collaboration with counterparts in other provinces.

The Community Relations Specialist will have the following responsibilities:

Community Relations

- Implement and contribute to key aspects of Windmill's outreach and communications strategy
- Actively connect with prospective loan applicants:
 - Seek out, schedule, and deliver information (in person or via webinar) to groups of prospective loan applicants;
 - Seek out and participate in career fairs and community events likely to attract prospective applicants or improve Windmill's community standing with our referral network
- Maintain and strengthen existing relationships with referral partners, and cultivate new partnerships aligned with Windmill's mission and vision:
 - Foster knowledgeability and comfort with Windmill's loan program amongst organizations in a position to refer eligible immigrants
 - Solicit information about partners' programs and resources to strengthen knowledgeability and responsiveness of Windmill staff in their work with clients
- Coordinate and collaborate with Windmill's communications team to compose digital media, marketing materials, media events, and build community among Windmill's online network
- Keep abreast of immigrant sector, licensing and training needs and trends to ensure effective targeting of prospective loan applicants
- Maintain and refine promotional materials; collaborate closely with communications and development teams to ensure coordination on messaging
- Ensure the integrity of the outreach database/CRM; keep accurate and up-to-date files on all existing and new outreach contacts and activities
- Produce outreach statistics and reports for the leadership team as requested
- Other activities/projects as assigned

Competencies and Characteristics

- Is a skilful and engaging presenter in English, comfortable speaking to audiences of all sizes and with varying levels of language comprehension
- Ability to write in English in a clear and compelling manner
- Familiarity with the immigrant-serving community in British Columbia is an asset
- Proven ability to work effectively with people from diverse cultural backgrounds
- Has the ability to operate in a national team environment
- Has a proven ability to achieve results and meet deadlines; has strong organizational and problem solving skills; has a high-energy, self-motivated approach and entrepreneurial attitude
- Is tactful and diplomatic, and has excellent interpersonal skills
- Is committed to Windmill's mission and values, and motivated to address labour market integration challenges faced by internationally trained immigrants
- Has access to transportation to attend meetings and events within Greater Vancouver Area; is able to attend meetings and events that take place outside of Vancouver; is available for occasional overnight trips as well as day trips outside of Vancouver
- Is available to work outside regular business hours, when necessary

Qualifications and Knowledge

- Has three to five years' outreach, marketing or public relations experience; post-secondary education in this area is considered an asset
- Related experience that demonstrates growth and the progression of skills and responsibilities
- High level of familiarity with MS office and internet applications
- Has knowledge of common digital media platforms and is familiar with using these platforms for marketing and outreach

Working Conditions:

- 12 month contract with option to renew
- Work from home
- Full-time (37.5 hours/week)
- Flexibility to occasionally work outside of regular business hours due to events and presentations
- Overnight travel may occasionally required

Contract value:

- Commensurate with experience.

Interested candidates are invited to send a cover letter and resume to hr@teamwindmill.org, subject line "Community Relations Specialist, BC"

Applications will be accepted until a suitable candidate is selected. We thank all applicants for their interest; however, only those considered for an interview will be contacted directly. No phone calls, please.