



British Columbia
School Trustees
Association

Title: Communications Specialist

Closing Date: August 7th, 2026

Purpose

Working closely with BCSTA's board, CEO, and Communications Manager to use effective communications and government relations strategies in support of BCSTA's strategic goals while ensuring quality, excellence, and consistency in all BCSTA communications.

Reports To: Manager of Communications

This position is responsible working with the Chief Executive Officer and communications team to develop and execute a media-relations strategy establishing BCSTA as a go-to source for information on K-12 education-related matters. This position will also focus on enhancing BCSTA's online presence and will be primarily responsible for electronic communication methods and technical writing. Working with BCSTA's Communications team, this position will participate in development of BCSTA's publications and resource materials including content creation, issue analysis and member communications.

Key Responsibilities

Media Relations and Communications:

- Create key messages and briefing notes on emerging issues.
- Generate proactive media coverage.
- Write and distribute media releases.
- Develop and execute issues-based communications campaigns.
- Distribute daily news summaries; monitor sector news.
- Position BCSTA as a leader in public education discourse.

Government Relations and Advocacy

- Craft persuasive advocacy materials to effectively communicate BCSTA's positions.
- Produce advocacy materials for meetings with provincial government officials
- Draft reports and materials for internal member communications

Content Creation and Editing

- Contribute to the development of engaging, dynamic digital content, including short and long-form videos, social, and static content
- Work with the team on new content development and strategic content promotion for the BCSTA's digital channels
- Ensure online communications and marketing initiatives align with the associations values and directives.
- Monitor and review all communications content for quality, accuracy, and appropriate messaging
- Assist in creating compelling event branding materials, ensuring a consistent visual identity



- Assist in the production of newsletters, print, and digital publications, including the production of BCSTA's Weekly digital newsletter.
- Design, layout, write and edit BCSTA's publications and resource materials
- Ensure brand integrity across all platforms and channels and compliance with CP Style
- Writing and editing internal and external communications
- Writing in support of BCSTA's publications
- Production of BCSTA correspondence, speeches and event script writing
- Oversight of the association's website content and structure, including the BCSTA Portal, Whova and the BCSTA website

General Responsibilities

- Actively support teammates across projects, sharing knowledge and stepping in where needed to meet shared deadlines
- Assist with the production of digital and print projects as well as video/photo content
- Participate in developing and achieving association goals and objectives.
- Support BCSTA events, taking pictures at the events for social media and performing other tasks as assigned.
- Support assigned committees, branches, and working groups.
- Related duties as assigned.

Requirements

- Undergraduate degree or diploma in communications or a related discipline preferred or a combination of education and experience
- Five year's experience in media relations/communications
- Experience supporting a senior management team or board of directors
- Experience liaising with media and coordinating media events and news conferences
- Strong understanding of information technology, print and digital media production
- Demonstrated understanding of social media best practices in a political environment
- Advanced technical skills working with website design, Whova, CyberImpact, and social media platforms
- Exceptional writing skills.
- Advanced knowledge of Microsoft Office and Adobe Creative Suite
- Thorough understanding of social media and experience using multiple social media tools in a business environment
- Political understanding
- Collaborative with a strong team and customer-service focus

Preferred Abilities, Knowledge, Skills and Competencies

- Knowledge and experience in the K-12 education sector
- Comfortable in a politicized environment and ability to respect confidentiality
- Strong time-management skills with an ability to prioritize tasks
- Superior interpersonal skills and ability to work with a wide range of constituencies in a polite, tactful, and professional manner



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- A responsive and respectful work attitude
- Self motivated to use emerging technologies to improved work performance and find efficiencies.

What We Are Offering

- Comprehensive Benefits Package
 - Extended Medical, dental and vision
 - Municipal Pension
- Paid statutory holidays, plus Sick & Vacation Time
- Supportive workplace with a positive and productive work environment.

The salary range for this position is \$76,991.12 – \$84,694.00 along with a comprehensive benefits plan.

Please send a cover letter and resume no later than August 7th, 2026, to:

Michael Rossi, Deputy CEO

mrossi@bcsta.org

Subject: Communications Specialist

All candidates must be available for face-to-face interviews at BCSTA's office.

About BCSTA:

The British Columbia School Trustees Association serves and supports BC's member boards of education in their key work of improving student achievement. At the local level, as boards seek to engage their communities in this work, BCSTA provides professional development, legal counsel and communications support. Provincially, our non-profit Association acts as a strong, unified voice for member boards of education in advocating to government, other education partners, and the public on matters affecting public education. For more information, please visit www.bcsta.org.