

Employment opportunity: Digital Communications Officer



Are you a digital communications specialist interested in working for a progressive health care union with a large and diverse membership and a broad social justice mandate?

The Hospital Employees' Union is looking for a skilled individual to fill a full-time **Digital Communications Officer** position at its provincial office in Burnaby, British Columbia.

The Role

The Digital Communications Officer (DCO) is responsible for developing, implementing, and managing digital communication strategies to enhance HEU's online presence and engagement. This role works closely with various departments to ensure consistent messaging across all digital platforms, including websites, social media channels, email campaigns, and other online communications. The DCO will play a pivotal role in driving brand awareness, supporting campaigns, and fostering meaningful interactions with target audiences. This position reports to the Director of Communications.

Principal Duties and Responsibilities

- Develop and execute digital communication plans aligned with organizational goals and branding guidelines.
- Manage and update content across websites, social media platforms, and other digital channels.
- Create, schedule, and monitor engaging posts for organic and paid social media (Facebook, Twitter, TikTok, Instagram, etc.).
- Design, distribute newsletters, email campaigns, action forms, and other digital outreach and engagement materials in Action Network.
- Track and analyze performance metrics for digital campaigns, report on results, and suggest optimizations.
- Collaborate with internal teams and external partners to ensure consistency and quality of digital communications.
- Monitor the digital landscape for innovations and trends that may represent new opportunities for engagement.
- Respond to online inquiries and engage with audiences to foster positive relationships.
- Assist in crisis communication and reputation management in the digital space when necessary.

Required Knowledge, Abilities, and Skills

- Proven experience in digital communications, social media management, or similar roles.
- Excellent written and verbal communication skills.
- Strong understanding of social media platforms, digital marketing tools, and analytics.
- Strong proficiency with content management systems (CMS), customer relationship management (CRM) systems, email and SMS marketing software, social media scheduling tools, and graphic design tools including Canva.
- Experience using Action Network to create digital actions, manage supporter lists and run email and Short Message Service (SMS) outreach is a strong asset.
- Ability to multi-task, meet deadlines, and work collaboratively in a team environment.
- Creative thinking and attention to detail.
- Knowledge of data privacy regulations and best practices in online communications.

Education, Training, and Experience Requirements

- Bachelor's degree in Communications, Marketing, Digital Media, or a related field OR an equivalent combination of training and experience.

Working Conditions

Digital Communications Representatives may be required to work evenings and weekends and must have the ability to travel throughout BC and a valid driver's license is necessary.

This is a unionized position. Compensation is based on a collective agreement and includes generous vacation time and benefits, including a defined benefit pension plan. The current annual salary for this position is \$121,904.64.

About HEU

Since 1944, the Hospital Employees' Union has advocated for better working and caring conditions, defended public health care, and stood against privatization. We have a long history as a strong, democratic, progressive, socially conscious union committed to social justice and advancing labour and human rights on a local and global level. We identify and challenge historical and systemic inequities and hear, respect, serve, empower, and advocate for each and every member. Together we fight for fairness, solidarity, equity, inclusion, and understanding, knowing that our members' economic security depends on our success.

HEU is an equal opportunity employer. We are committed to being a workplace that is free of discrimination, values diversity, and is representative of the communities we serve. We encourage applications from qualified people of all

equity-seeking groups, including Indigenous persons, Black persons, racialized persons, persons with disabilities, all gender expressions and identities, and sexual orientations.

Interested in working with us? Here is how to apply.

Please send your resume and cover letter to: **Jobapplication@heu.org (subject line: Digital Communications Officer - Your Name) by 4:00 PM, Monday, July 13, 2026.**

Applications will be reviewed as received.

Please note that due to the anticipated volume of applications, we will only be responding to applicants selected for an interview.