Communications Manager (Contract)

Wild Salmon Centre Canada Society

Term: One-year contract, 4 days per week (0.8 FTE), with a 3-month review and strong potential for extension

Compensation: $90,000–$100,000/year CAD for the 4-day-per-week schedule, commensurate with experience

Location: Remote within British Columbia. Strong ties to rural and/or coastal BC communities required, with demonstrated credibility in rural and resource-sector communities.

Reports to: Executive Director

Application deadline: December 10, 2026, or until a suitable candidate is found. Applications are reviewed as they are received — early applications are encouraged.

About Wild Salmon Centre Canada

Wild Salmon Centre Canada Society (WSC Canada) is a newly established BC-based conservation organization dedicated to protecting the last, best wild salmon watersheds in Canada. Working from the science of salmon strongholds, WSC Canada advances durable habitat protection and sustainable fisheries, with a solutions based approach, through science, policy, land-use planning, and partnerships with communities, First Nations, fishing interest groups, and governments. WSC Canada is the sister organization of the Wild Salmon Center (Portland, Oregon) and operates independently under Canadian governance.

About the Role

WSC Canada is seeking an experienced communications professional to lead public engagement on salmon habitat protection and sustainable fisheries in British Columbia, with a particular focus on reaching rural, hunting / angling, and resource-sector audiences. This is a hands-on role in a small, growing organization that combines communications leadership with a strong operations support component: you will produce content, manage external agency relationships, help build organizational systems from the ground up, and keep the day-to-day machinery of a young nonprofit running smoothly.

Key Responsibilities

Rural and Resource-Sector Audience Engagement (approx. 45–55%)

- Lead public communications supporting watershed protection, habitat conservation, and sustainable fisheries initiatives in northern and coastal BC
- Develop and execute audience-specific messaging for rural and resource-sector audiences
- Produce plain-language content across channels: web, explainer articles, social media, digital advertising
- Coordinate influencer and earned media outreach consistent with a non-partisan, community-grounded approach
- Track campaign performance and report to funders and partners

Communications Partnership Coordination (approx. 15–20%)

- Support the Executive Director in managing WSC Canada's multi-party strategic communications partnership, including coordination with external agencies and funder requirements
- Track deliverables, timelines, budgets, and reporting obligations across contracts
- Serve as day-to-day point of contact between WSC Canada and communications contractors

Operations Support (approx. 15–20%)

- Help build and maintain organizational systems: contact/CRM management, website administration, shared files, and the communications calendar
- Support grant and funder reporting (narrative reporting and deliverables tracking, in coordination with WSC Canada's external bookkeeping and payroll provider)
- Coordinate logistics for meetings, events, and partner gatherings
- Provide flexible operational support as needed in a small team where everyone wears multiple hats

WSC Canada Organizational Communications (approx. 10–15%)

- Support media relations, press releases, backgrounders, and rapid-response statements on salmon habitat and fisheries policy developments
- Contribute to communications supporting land-use planning processes, protected areas, sustainable fisheries management, and fisheries policy advocacy (e.g., Pacific Salmon Treaty reform, fisheries monitoring)
- Help establish WSC Canada's public voice, brand presence, and communications infrastructure as a new organization

Qualifications

- 5+ years of professional communications experience, ideally in advocacy, public affairs, natural resources, or campaign settings
- Strong ties to rural and/or coastal BC communities, with demonstrated ability to communicate credibly with rural, hunting, fishing, and resource-sector audiences — this role requires meeting people where they are and speaking to the values communities already hold
- Experience managing external agencies, consultants, or multi-party contract deliverables
- Strong organizational and administrative skills; experience with nonprofit systems and grant reporting an asset
- Strong writing and editing skills across formats: plain-language explainers, op-eds, press materials, social content
- Media relations experience in BC; existing relationships with provincial and regional outlets an asset
- Understanding of salmon, fisheries management, watershed, or land-use issues in BC an asset
- Awareness of and respect for First Nations
- Self-directed and comfortable in a small, fast-moving startup nonprofit environment

Terms

- One-year term at 4 days per week (0.8 FTE), with a performance and fit review at 3 months; extension beyond the initial term is anticipated, subject to funding and organizational needs

- Flexible scheduling of the 4-day week by mutual agreement
- Anticipated start date: January 2027, or earlier by mutual agreement

To Apply

Submit the following to info@wildsalmoncentre.ca by December 10, 2026 (applications reviewed as received; the posting remains open until a suitable candidate is found):

- A resume
- A one page cover letter that includes a short description of your connection to rural and/or coastal BC
- 2–3 writing samples, ideally including at least one piece written for a broad community or general-interest audience (for example, local news, industry, or outdoor publications)

WSC Canada is committed to equitable hiring and welcomes applications from all qualified candidates.