



Marine Plan Partnership

Contract Announcement

Strategic Communication Specialist

The Marine Plan Partnership (MaPP) is seeking a creative, strategic communicator to help shape and share the MaPP story through the development of a communications strategy and compelling storytelling content. This short-term contract will support strategic communications and storytelling that reflect MaPP's collaborative approach and diverse accomplishments.

Overview

The Marine Plan Partnership for the North Pacific Coast (MaPP) is a unique collaboration between 17 First Nations and the Government of B.C. that developed and is implementing sub-regional plans for marine uses on B.C.'s North Pacific Coast. The four MaPP sub-regions are Haida Gwaii, North Coast, Central Coast, and North Vancouver Island. By coming together under a collaborative governance structure, the MaPP Partners have developed a ground-breaking 'blueprint' for sustainable ocean use, first ratified in 2015, covering 10.2 million hectares of the North Pacific, a region rich in biological and cultural diversity. Together with the Great Bear Rainforest, B.C. now boasts a globally significant area of both land and sea managed under ecosystem-based management (EBM). This innovative approach is a model for renewal of the Crown-Indigenous relationship, and for others embarking on modern approaches to land use and marine planning. It's an achievement to be celebrated and shared.

As MaPP moves forward with its next 10 years of implementation, documenting and sharing impactful stories across the topics that the MaPP marine plans address – such as reconciliation, climate change, cumulative effects, EBM indicator monitoring, coastal community health, and cultural continuity – will help to apply lessons learned more widely, inspire action, and demonstrate the tangible values of MaPP's collaborative approach to marine planning.

MaPP is therefore seeking a creative, talented writer and communicator for the dual role of creating a strategic communications plan and initiating meaningful storytelling content to reach MaPP audiences using traditional and new media. The core purpose of this role is to ensure that there is a consistent and compelling regional story for multiple communication platforms and audiences in support of MaPP Partners' shared objectives.

Contract Activities and Deliverables

The contracted Communications Specialist will:

1. Lead and contribute to 'Big Idea' strategic conversations with MaPP Partners to define key messages, priority narratives, and target audiences.
2. Develop a Communications Strategy that identifies goals, objectives, and outcomes with estimated costs (where possible) for MaPP's communications over the next 5 years. **The strategy will:**



- include suggestions for specific tools, infographics, reports, videos or other materials to be developed by MaPP to meet strategic communications needs;
 - address the communications needs of multiple audiences, including MaPP partners, local communities, marine users, policymakers, and funders and the public;
 - include a plan for a re-design of the MaPP website to improve information sharing and achieve strategic goals;
 - assess and recommend opportunities for integrating art in MaPP's work; and,
 - recommend approaches to better communicate the spatial aspects of MaPP and marine planning with linkages/portrayal of other relevant spatial information.
3. Create and/or update graphics, infographics and/or templates for selected communication materials, and produce:
- a 1-2-page document to be used for describing and explaining MaPP and MaPP's work to funders and partners; and,
 - 3-5 sample stories or snapshots from MaPP's subregional and regional projects illustrating the concepts behind the communications strategy.

In terms of preparatory work, the contractor will be required to:

- Review MaPP's draft Communications Strategy, style guide, website and use of terminology and some previous communications materials;
- Review key report/documents/videos/documentaries;
- Speak with MaPP Partners and Stakeholders; and
- Meet with the MaPP Communications Sub-committee on an ongoing basis

Contract Remuneration

- Up to a contract maximum of \$30,000 plus GST for all fees and expenses (including travel, if required).

Contracting timeline (subject to change)

- July 15– December 15, 2025.

Qualifications

The consultant should have:

Education

- Diploma, Bachelor's, or advanced degree in Communications, Public Relations/Affairs, Marketing, Journalism, or related field.

Experience and Skills

- Minimum 5 years of professional experience (10+ years preferred) in communications, public relations, or journalism, particularly in strategic or multi-audience communication roles.
- Capability and proven experience in developing and executing communications and engagement strategies, and crafting messages in various formats targeting a variety of audiences.



- Excellent written and graphic design capabilities.
- Fluent in English; ability to speak one of the MaPP Partner First Nations' languages a strong asset.
- Familiarity with solutions and results-focused communication, preferably in the context of marine and coastal communities.
- Knowledge of MaPP and/or working with Indigenous-led organizations would be a strong asset.

MaPP Input

MaPP will provide the consultant with:

- A copy of the Regional Action Framework and Sub-regional marine plans, as well as any other materials described herein.
- Names and introductions to MaPP contacts and suggested expert advisors.
- Coordination support for meetings.
- Centralized repository for all documentation collected and produced under this contract.
- Access to online tools, including Dropbox, Website, Facebook accounts.

To Apply

Please submit the following materials by 5pm on July 1, 2025 to:

Strategic Communication Specialist

c/o Philip Akins and Kathryn Sheps

E-mail: pakins@mappocean.org; ksheps@mappocean.org

Your application should include:

- A cover letter that outlines your interest in the role and how you meet the qualifications,
- A resume or Curriculum Vitae,
- Daily/hourly rate for services,
- A brief proposed approach to completing the work, including
 - how you would carry out the deliverables described;
 - estimated number of working days;
 - and a high-level budget breakdown.
- Three examples of your communications work, and
- Three references.

Applicants will be assessed based on their demonstrated qualifications, experience including creativity and impact in previous communications work and the cost and quality of services.

Coast Conservation Endowment Fund Foundation (Coast Funds) is supporting the MaPP partners by, among other activities, administering funds on behalf of MaPP for implementation activities.