

ABOUT

Julie Gordon is a seasoned communications leader with more than two and a half decades of experience developing and executing successful communications and engagement strategies and campaigns. With foundations in writing, campaign design, and strategic planning, Julie is an avid listener and inspirational team leader who excels at helping individuals and organizations define and articulate their unique visions, and then set goals into action to achieve them. Values-driven, Julie has dedicated her career to supporting initiatives that advance positive change in the areas of justice, equity, and sustainability.

CORE COMPETENCIES

Communications Strategy	Engagement	Media Relations
Creative Direction	Indigenous / Cross-cultural Relations	Editorial Management
Writing / Storytelling	Event Planning	Team Leadership

WORK HISTORY

Head, Strategic Communications – UBC RESIDENTIAL SCHOOL HISTORY & DIALOGUE CENTRE

Aug '21-Mar '23

- Provide strategic communications direction, including key messaging, for the Centre
- Respond to media inquiries, identify media opportunities, and address crisis communications
- Provide subject-specific communications guidance, draft speaking notes and Statements for UBC Chancellor, President and other institutional leadership as needed
- Manage staff, student staff and contractors for day-to-day communications and event programming needs of the Centre
- Develop digital and print communications strategies and campaigns and maintain Centre's website and social media platforms
- Build and maintain strategic partnerships with community and UBC partners
- Lead annual campaign for Orange Shirt Day | National Day for Truth and Reconciliation
- Curated and coordinated public educational programming and events

Communications Lead – UBC COMMUNITY ENGAGEMENT

Nov '20-July '21

- Supported internal communications and prepared briefings for institutional leadership in relation to UBC's participation in the Carnegie Community Engagement Cohort Pilot
- Led the redesign and development of a new website
- Created a storytelling campaign to showcase community-UBC engagement
- Mentored/supervised worklearn students and managed contractors

Communications Strategist – UBC OFFICE OF INDIGENOUS STRATEGIC INITIATIVES

Mar '21-July '21

- Provided strategic communications support and guidance for launch of the unit and website and general communications related to implementation of the 2020 Indigenous Strategic Plan (ISP)
- Provided editorial support for the website, key communications materials and campaigns
- Facilitated relationships to support launch of the unit's website as well as tools and events related to ISP implementation

Communications & Events Lead – UBC INDIGENOUS RESEARCH SUPPORT INITIATIVE Oct '18-Apr '21

- Led a full rebrand and developed a comprehensive communications strategy and style guidelines
- Oversaw design and development of a new website and produced written and mixed media content for a bi-monthly blog, quarterly newsletter, and as-needed event communications
- Launched and curated a speaker series
- Provided strategic support and guidance to unit leadership
- Managed outside service providers and mentored/managed a series of worklearn students
- Developed and maintained strategic partnerships with several UBC units
- Managed social media platforms and oversaw creation of graphic and video content

Principal, JULIE GORDON & ASSOCIATES

1997 - 2018

Over two decades, Julie led a wide variety of projects that fall largely (but not exclusively) under the umbrellas of strategic planning and creative communications.

Selected examples:

- Interviewed community members, Elders and leaders and authored “Getting to 100%,” a treaty guide for a Vancouver Island based group of treaty First Nations (2004)
- Authored “Musqueam: A Living Culture,” a cultural identity guide for Musqueam, based on collaboration with the community and informed by community voices (2006)
- Co-developed a series of province-wide engagements with First Nations in BC, to gather feedback on behalf of the New Relationship Trust. Based on the findings of the engagement sessions, worked with the Board of Directors to create annual Strategic Plans and organizational objectives (2006 – 2015)
- Supported communications for the NRT Foundation, including creating a new website and writing and producing the annual Indigenous Scholarship and Bursary Report (2008 – 2015)
- Acted as communications lead for a comprehensive community engagement and planning process with the Taku River Tlingit First Nations (2008)
- Assembled a team of 20 researchers and creative professionals to create a comprehensive online database of recycling and reuse opportunities within the Metro Vancouver region (2009)
- Received a BC anti-racism grant to produce a multi-media storytelling campaign showcasing diversity in BC. Conceptualized the project, assembled and led a team of 15 creative and technical professionals to produce a book, website, video and series of podcasts (2010 – 2011)
- Provided strategic communications and organizational counsel to a Governing Council of linguists and Indigenous language champions from around the globe in the creation of a new Google-based web platform: endangeredlanguages.com (2011)
- Supported the First Peoples’ Cultural Council with strategic and communications guidance and services including the development of annual strategic plans and performance reports, as well as a 25th Anniversary Report and other communications collateral (2012 – 2016)
- Facilitated a fruitful partnership between the Royal BC Museum and the First Peoples’ Cultural Council by providing relationship building and project management expertise for the development of the *Our Living Languages* museum exhibition (2014)
- Development of numerous annual and research reports, newsletters, websites, fundraising booklets, digital marketing campaigns, storytelling series and more

Additional project information and portfolio samples can be found at www.juliegordon.com.

Executive Director, COAST WASTE MANAGEMENT ASSOCIATION 2004 - 2005

- Operational oversight, including administration, budgeting, and reporting to the Board of Directors
- Member communications, including development of website and newsletter
- Event planning, including coordination of annual conference

Recycling Coordinator, CITY OF VANCOUVER 1993 – 1997

- Developed communications and public education campaigns, strategies and related collateral
- Represented the City at solid waste management planning meetings and acted as key liaison with multiple stakeholder groups
- Prepared and delivered tours and public presentations

Public Education Coordinator, TOWN OF MARKHAM 1990 – 1993

- Developed communications and public education campaigns, strategies and related collateral
- Prepared and delivered public presentations and information sessions regarding city programs and services

EDUCATION & TRAINING

The Writer’s Studio Graduate Program 2018 - 2020
Simon Fraser University

Creative and Professional Writing 1996 – 2002
Simon Fraser University

Writing for Public Relations (certificate) 1994
Vancouver Community College

Bachelor of Arts (Honours), Environmental Studies & English 1990
University of Guelph

INTERESTS

Reading, travel, outdoors, writing.

CONTACT

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