

Introducing Board of Directors Candidate...



# Justin Jones

From Medicine Hat

## **What skills, abilities or experience will you bring to the Board?**

I have worked on numerous campaigns and been involved on many boards over the years. I have come to realize that groupthink is common in these settings, and I am one that will never shy away from looking at alternative routes in finding success. As a sales professional I have spent years building relationships, earning trust, and selling the value of products or ideas. I adapted these skills for board and campaign roles and have successfully worked in social media, communications, and data collection.

## **What past accomplishments would you like to share that are relevant for helping our membership understand your value as a Board member?**

During the 2020 BC Provincial election, I was the Campaign Director of Communications and Social Media for the incumbent BC Liberal MLA. We were successful in winning our riding and individuals at Party HQ commented that we ran the strongest social media campaign in the province.

## **What do you hope to accomplish during your term on the Board?**

To work with the party on increasing our engagement and membership through social media, and not just at party HQ level, but with all 87 CA's. Focus on election readiness for 2023 to ensure that the party has the best foot forward to gain seats in the legislature.

## **Give a brief profile of yourself:**

Justin Jones is a husband and father of two. He was born and raised in Medicine Hat returning in 2021 after spending time in Lethbridge, Calgary, and Fort St John, BC. He holds an MBA and a B.A. History.