



## **Job Description**

<b>Title:</b>	Communications and Engagement Manager
<b>Department:</b>	Administration
<b>Date:</b>	December 2020
<b>Supervisor:</b>	Chief Administrative Officer
<b>Positions reporting to this position:</b>	Communications Coordinator

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### **General Description of work**

This position is responsible for managing a wide range of internal and external communications and public relations functions, community and stakeholder engagement, identification and development of grant funding sources and other projects as determined by the Chief Administrative Officer.

### **Major Duties**

#### **Communications:**

- Provides strategic and tactical communications advice to the Board, CAO and senior staff on a range of matters including Board initiatives, corporate activities, crisis and emergency situations, and potentially sensitive or controversial issues;
- Oversees the development, implementation and evaluation of the SLRD's communications strategies and plans in support of Board directives and as directed by the CAO;
- Manages the development, coordination and maintenance of organizational communications channels and infrastructure including website, print and social media, advertising and marketing programs;
- Provides strategic advice to various SLRD departments related to communications needs, challenges and opportunities, recommends appropriate communications tools and provides tactical support as required;
- Manages the creation and coordination of print and digital advertising or notices as directed by the CAO;
- Oversees the creation and distribution of electronic newsletters, approximately once a month;

- Builds relationships with key media contacts and identify opportunities for proactive media coverage in support of SLRD programs, initiatives, services, events and activities;
- Oversees and / or develops written materials including news releases, fact sheets, backgrounders, Q&A and media standby statements as required;
- Coordinates responses to media inquiries and assists appropriate spokespersons to prepare for interviews, including the development of key messages and briefing documents;
- Oversees the development and design of brochures and information panels for SLRD programs, workshops and events as required ;
- Develops, coordinates and monitors the SLRD's visual identity, including the use of SLRD logo to ensure compliance with graphic standards (including relevant policy development);
- Oversees the development, maintenance,enhancement and content management of all aspects of the SLRD website (www.slrd.bc.ca), including conducting research, drafting web-based content, and supervising web content editors to ensure that the public has timely and accurate access to SLRD information;
- Supports internal communications through oversight, maintenance and enhancement of all aspects of the SLRD Intranet (internal website for staff), ensuring that the employees have timely and accurate access to SLRD internal information;
- Develops policies, standards and strategies for the SLRD's social media channels, including the development of editorial calendars and related content;

### **Engagement:**

- Establishes contacts, builds and maintains relationships with First Nations, SLRD member municipalities, community groups, business associations, stakeholders and other interested parties in support of Board and organizational priorities, as directed by the CAO;
- Identifies and develops areas of common interest and supports related project implementation;
- Arranges and oversees engagement activities, including but not limited to coordinating and attending meetings, workshops and focus groups, whether in person or virtual;
- Tracks progress of engagement, sets goals, and highlights areas for improvement moving forward;
- Supports departments in the identification and implementation of appropriate community engagement tools and tactics to help meet organizational objectives, including the design and execution of public and stakeholder events and related online engagement tools such as surveys, forums, etc.;

## **Grants:**

- Identifies potential sources of grant funding and disseminates information to relevant SLRD departments and supports departments to apply for and administer those grants;
- Coordinates the development of grant funding proposals, including preparing reports to the Board, coordinating research, compiling relevant project information, and preparing applications including writing and/or editing proposals/applications, developing business cases and compiling supporting documentation;
- Oversees grant administration, including completing interim and final reports; and relevant internal or external follow up as required;

## **Secondary Duties**

- Assists Chief Administrative Officer as required – i.e. conducting research, developing presentation materials, drafting reports, policies, briefing notes, documents, etc.;
- During activation of the Emergency Operations Centre, participates in the EOC to support the development and communication of key messaging with media and stakeholders;
- Drafts and edits a variety of non-routine letters and related correspondence;
- Assists with telephone and counter enquiries if required.
- Assists as directed in supporting the SLRD's emergency response mandate. Duties assigned during an emergency may differ from regular duties (i.e. acting as the SLRD Information Officer in emergency situations).

## **Minimum Qualifications**

The ideal candidate will have post-secondary training in the area of communications, business administration, public relations, community engagement, marketing or a related field, supplemented by 5 or more years of relevant experience, or an equivalent combination of education and experience. The ideal candidate will also possess demonstrated skills and abilities in the following areas:

- Excellent verbal, written, interpersonal, communication and presentation skills;
- Excellent research, analysis, evaluation and report writing skills;
- Self-motivation with appreciation for being part of a team;
- Excellent organization, time management, administrative and computer skills;
- Ability to provide strong leadership and manage multiple and concurrent priorities in a fast-paced environment; work under pressure and meet deadlines;

- Ability to establish and maintain effective working relationships with supervisors, government officials, other employees, First Nations, media and the general public.
- Ability to meet and deal tactfully and effectively with persons representing professional, public and community groups in a wide variety of situations;
- Discrete, with ability to maintain a high level of confidentiality.
- Ability and interest to take initiative and work independently.
- Experience in writing complex grant applications and funding proposals;
- Experience in developing and implementing community and stakeholder engagement processes;
- Ability to determine and meet ever-changing priorities.

### **Education/Experience**

- Post-secondary education (degree or diploma) in communications, public relations, business administration, community engagement, marketing, or a related discipline as well as five or more years of relevant experience, or an equivalent combination of education and experience;
- Digital communications education and / or experience including working with web-based content management systems (Drupal 7 preferred), social media tools (Facebook, Twitter, YouTube, Instagram, LinkedIn, Hootsuite) and other forms of electronic communication and engagement tools (newsletters, surveys, etc.);
- Local government experience is an asset, including working knowledge of *BC's Freedom of Information and Protection of Privacy Act* and its implications for local government communications.

### **Required Licenses, Certificates and Registration**

- Valid BC Driver's License