

1. Position No. 81171, 80753	2. Descriptive Working Title Senior Communications Specialist, Media Relations and Issues Management		3. Present Classification AO 3
4. Department Media Relations and Issues Management	5. Branch Communications	6. Proposed Classification	Date Sept 2020
7. Position No. of Supervisor 12230	8. Descriptive Work Title of Supervisor Manager, Media Relations and Issues Management		9. Classification of Supervisor Excluded Management
10. Job Summary:			

The Senior Communications Specialist, Media Relations and Issues Management, is responsible for implementing strategic communications plans in support of BC Housing's corporate objectives. The position is a key contributor in sharing BC Housing's story, helps build awareness of the Commission's initiatives, and provides support to BC Housing's Executive, management and staff as issues emerge. Responsibilities include issues management, responding to media requests, proactively pitching stories to reporters, event planning, video production support and coordination, story writing and key message development and administrative support. The incumbent also provides strategic communications support where needed to the larger team.

11. Duties:

1. Works collaboratively with the Manager and Senior Communications Advisor team members, internal staff and external partners to identify major emerging or anticipated issues; coordinates and executes communications strategies to address or respond to those issues.
2. Liaises and coordinates with internal staff, Government Communications and Community Engagement, federal and municipal governments, regional health authorities and other external partners to gather information about issues or upcoming projects that are ready to be announced.
3. Prepares issues notes and key messaging for the Minister, BC Housing Executive and the Board; provides "heads-up" information to internal staff and the Ministry.
4. Monitors activities of the Legislative Assembly as they relate to BC Housing, including Question Period.
5. Facilitates media communication initiatives; including preparing news releases, backgrounders, questions and answers, proactively pitching stories, developing key messages, arranging media tours and responding to media inquiries.
6. Identifies story ideas, conducts interviews and writes engaging and thoughtful content for BC Housing's website
7. Assists with event planning and execution which includes coordinating logistics and arrangements for venues, staging, speakers, visual requirements, and other supporting needs.
8. Supports the social media team by providing content that integrates announcement communications into BC Housing's digital strategy and social media engagement.
9. Assists Senior Communications Advisors with filing of news releases and issues notes. Provides administrative support on a variety of projects and tasks as assigned.
10. Tracks and maintains the schedule of upcoming and announced projects and programs.
11. Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

STAFFING CRITERIA

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4. Education, Training, and Experience		

Bachelor's degree or advanced diploma in communications, public engagement or other relevant discipline.

Minimum four years progressive related experience in communications planning, issues management, media relations, event management, stakeholder relations, and public engagement.

Prior experience in the public sector within the communications or community relations field is an asset.

Or an equivalent combination of education, training, and experience acceptable to the employer.

5. Knowledge and Skills:	
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Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
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- In-depth knowledge and understanding of the philosophy, theories and principles of communications, specifically in the public sector environment
 - Considerable knowledge of the objectives, programs and best practices of strategic communications planning, media relations, issues management, events management and stakeholder relations.
 - Proficient in the use of MS Office applications (Excel, Word, PowerPoint and Outlook)
 - Strong verbal, writing, editing and presentation skills
 - Strong interpersonal skills, with ability to work independently and as a team player
 - Strong organizational and time-management skills
 - Ability to work closely with internal and external partners and stakeholders in implementing communication strategies, and facilitate problem solving in achieving results
 - Ability to plan, coordinate and oversee the execution of a variety of events and announcements
 - Ability to write and prepare website content for both internal and external audiences
 - Ability to work effectively with social media platforms
 - Ability to analyze, problem-solve, mediate and mitigate difficult situations
 - Ability to build effective working relationships and work with a variety of partners, stakeholders, agencies and contractors
 - Ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to handle confidential and sensitive information in an appropriate manner while displaying a high degree of judgement, discretion, and decision-making ability
 - Ability to travel on Commission business and work evenings and weekends as required

6. Occupational Certification	
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