

1. Position No. 80335	2. Descriptive Working Title Senior Communications Specialist, Stakeholder Engagement		3. Present Classification AO III
4. Department Stakeholder Engagement and Partnerships	5. Branch Communications	6. Proposed Classification	Date June 2020
7. Position No. of Supervisor 80006	8. Descriptive Work Title of Supervisor Manager, Stakeholder Engagement and Partnerships		9. Classification of Supervisor Excluded Management
10. Job Summary:			

The Senior Communications Specialist, Stakeholder Engagement, supports the development and management of relationships with key external stakeholders through speaking events, thought leadership opportunities, content development and various stakeholder engagement initiatives and activities. The role provides strategic communications planning, writing, presentation development, stakeholder engagement, materials production, and event management services to build awareness and relationships in support of BC Housing programs and services.

11. Duties:

1. Works closely with and supports the Manager, Stakeholder Engagement and Partnerships in the planning and development of external communications and stakeholder relations strategies to build awareness of BC Housing programs and services with a broad range of external stakeholders
2. Provides strategic communications advice and support for a variety of high-profile projects and events that provide opportunities for BC Housing subject matter experts to raise awareness of housing programs and services with external stakeholders and audiences. This includes through conferences, panels, specialized publications, tours, public events, roundtables, and other opportunities
3. Coordinates and implements events, conferences, exhibits, awards programs and advertising opportunities to raise awareness of and build relationships in support of BC Housing programs and services
4. Provides support for and coordinates sponsorship opportunities, ensuring that all benefits outlined in agreements are delivered and providing industry partners with logos, signage, handouts, etc. Undertakes activities in support of the Stakeholder Engagement and Partnerships process such as stakeholder mapping, stakeholder outreach planning, and coordinating stakeholder/partner meetings.
5. Identifies and assesses emerging issues, engages with affected internal and external stakeholders, and develops, recommends and executes proactive strategies to support positive outcomes
6. Supports strategic decision making by advising executives on how information should be presented to best represent the reputation and interests of BC Housing and mitigate risks
7. Provides writing support for the development of media stories, opinion-editorial or advertorial articles, and long-form articles in alignment with Communication Branch goals, and to further stakeholder engagement activities and spotlight partnership development.
8. Produces content, manages editorial calendar, and coordinates distribution of twice-monthly e-newsletter to housing sector.
9. Coordinates the production, inventory and distribution of a variety of internal and external materials and publications, working with service providers and fulfillment firms as required. Coordinates advertising, including identifying opportunities for ads/advertorials, booking ads with media partners, liaising with graphic designer, and submitting final artwork to meet material deadlines.
10. Supports the Social Media team by providing content that integrates stakeholder engagement activities into BC Housing's digital strategy and social media engagement.
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

1. Position No. 80335	2. Descriptive Working Title Senior Communications Specialist, Stakeholder Engagement	3. Present Classification AO III
4. Education, Training, and Experience		

Bachelor's degree or advanced diploma in communications, business, marketing or relevant discipline.

Minimum of four years progressive related experience in communications in the areas of corporate communications, marketing, public affairs, or public relations and working with diverse communities and populations.

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

5. Knowledge and Skills:

Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
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- In-depth knowledge and understanding of communications, specifically in the public sector environment
 - Proficient in the use of MS Office applications (Excel, Word, PowerPoint and Outlook)
 - Ability to build effective working relationships with external stakeholders, including non-profit organizations and the private sector
 - Strong verbal, writing, editing and presentation skills
 - Strong event management skills
 - Strong interpersonal skills with ability to work independently and as a team player
 - Strong organizational and time-management skills and the ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to write, prepare and post content to websites for both internal and external audiences
 - Ability to develop and implement communication strategies
 - Ability to analyze, problem-solve, mediate and mitigate difficult situations
 - Ability to work with agencies and contractors
 - 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
 - Valid BC Driver's License and must meet requirements to qualify for rental car insurance

7. Occupational Certification
