

JOB DESCRIPTION

BCGEU

1. Position No. 81403	2. Descriptive Working Title Communications Specialist, Community and Tenant Affairs	3. Present Classification AO 2	
4. Department Communications	5. Branch/Section Communications	6. Proposed Classification	Date Mar 2019 Revised Aug 2020; Mar 2021
7. Position No. of Supervisor 12153	8. Descriptive Work Title of Supervisor Manager, Community and Tenant Affairs	9. Classification of Supervisor Excluded Management	
10. Job Summary			

Reporting to the Manager, Community and Tenant Affairs, the Communications Specialist, Community and Tenant Affairs is responsible for performing a variety of communications and community engagement activities as part of BC Housing's Communications team. He/she/they performs duties with primary emphasis on supporting communications and public engagement strategies for major new construction, redevelopment and renovation initiatives, tenant communication, and other outreach projects and initiatives relating to Community and Tenant Affairs.

11. Duties

1. PUBLIC ENGAGEMENT FOR MAJOR NEW CONSTRUCTION, REDEVELOPMENT AND RENOVATIONS

- Participates in the development of event plans and coordinates implementation to support community engagement strategies for often high contentious development initiatives
- Coordinates the execution of all event logistics for community consultations (e.g., open houses, community dialogues, modular demo tours, etc.) including coordinating venues, staging, catering, signage and security
- Works with internal and external partners to coordinate staffing for community consultation initiatives
- Develops environmental scans to identify potential issues and stakeholders to consider in neighbourhood outreach
- Writes and coordinates the distribution of neighbourhood notification letters
- Creates summary reports for community consultations, including creating comment forms, compiling feedback and drafting reports to submit to municipalities as part of rezoning requirements
- Writes and designs a variety of project related collateral materials, including project fact sheets
- Works with the Web team to ensure the Public Engagement web pages are up-to-date by tracking, updating existing pages and creating new content
- Provides onsite support for community consultations, including coordinating onsite logistics, liaising with public at community open houses, and hosting public community dialogue sessions as necessary
- Tracks traditional and social media channels to identify potential issues
- Administers the community affairs inbox, including working with internal and external partners to coordinate a response
- Supports the Project Team with other administrative duties as required, including working with internal and external partners to coordinate meetings, pulling together briefing packages, managing project-specific email distribution lists, etc.

2. TENANT COMMUNICATIONS

- Supports the development of tenant communication materials when major changes are occurring that may impact the tenants, including writing tenant letters and Q&As
- Coordinates tenant information meetings where required
- Supports the development and distribution of any additional collateral materials

3. PROGRAM OUTREACH & PROMOTIONS

- Coordinates all event logistics for program outreach (e.g., road shows, etc.), such as venues, staging, etc.
- Researches and tracks stakeholder outreach for program initiatives
- Assists in the development and distribution of any required materials, including developing key messages, creating content and coordinating graphic support as necessary
- Coordinates and participates in promotional opportunities (e.g., trade show booths, etc.).

4. SUPPORTS COMMUNICATIONS TEAMS ACROSS THE BRANCH

- Develops and implements tracking systems to support multiple major communications projects and deliverables
- Coordinates meetings with internal and external stakeholders, ensuring key information is captured and action items are tracked
- Develops and maintains Communications calendars and timelines for various initiatives and events
- Provides support for various administrative functions including procurement processes
- Provides back-up support for Senior Communications Specialists when away

5. 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		

Completion of a college diploma or certification in communications or other relevant discipline.

Considerable progressive related experience in communications in the areas of coordinating logistics for community affairs events and activities, as well as planning, organizing and overseeing the production of communications collateral with multiple partners and stakeholders.

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

5. Knowledge, Skills and Abilities

Core Competencies:

- Personal effectiveness
 - Communications
 - Results Oriented
 - Teamwork
 - Service Oriented
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- Sound knowledge of the principles and practices of communications, particularly within a public sector environment
 - Sound knowledge of communications planning and program/project implementation
 - Sound knowledge of community engagement best practices
 - Some knowledge of the processes relating to social housing development
 - Sound knowledge of government or non-profit sector
 - 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 and the ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to use graphics editing tools such as Adobe InDesign, Photoshop, and Illustrator to produce communication collateral
 - Ability to respond effectively to challenging email enquiries from members of the public
 - Ability to analyze, problem-solve and mediate difficult situations and display a high degree of judgement, discretion and decision-making ability
 - Ability to work with a variety of agencies and contractors
 - Ability to handle confidential and sensitive information in an appropriate manner
 - 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

6. Occupational Certification
