

## **JOB DESCRIPTION**

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1. Position No. 80391, 80402, 80483, 81182	2. Descriptive Working Title Senior Communications Advisor, Media Relations & Issues Management		3. Present Classification AO IV
4. Department Communications	5. Branch Communications	6. Proposed Classification	Date Feb 2020; Revised April 2021
7. Position No. of Supervisor 12230	8. Descriptive Work Title of Supervisor Manager, Media Relations & Issues Management		9. Classification of Supervisor Excluded Management
10. Job Summary:			

Reporting to the Manager, Media Relations & Issues Management, the Senior Communications Advisor, Media Relations & Issues Management is responsible for developing and implementing strategic communications planning and advice in support of BC Housing's corporate objectives. He/she/they is a key contributor in building awareness of the Commission's media initiatives, and would be responsible for providing guidance on developing communications, media relations and issues management strategies. The incumbent would provide advice and support to BC Housing's Executive, management and staff as issues emerge. The position prepares key messaging for media events, responds to media requests, proactively pitches stories, develops event plans, and writes engaging content for all communications initiatives.

11. Duties:	
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1. Works collaboratively with the Manager, internal staff and external partners to identify major emerging or anticipated issues; develops strategic communications strategies to address or respond to those issues.
2. Provides advice and guidance to internal staff, contractors and consultants in developing communications, media relations and issues management strategies.
3. Prepares issues notes and key messaging for the Minister, BC Housing Executive and the Board; provides issues analysis and alerts to internal staff and the Ministry.
4. 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.
5. Identifies story ideas, conducts interviews and writes engaging and thoughtful content for BC Housing's 'Our Stories' blog.
6. Supports the Manager with the execution of media training sessions for BC Housing staff who are designated spokespeople; ensures spokespeople are prepared to respond effectively to a wide range of critical media issues and public concerns, and to enhance awareness of their role in the delivery of proactive media.
7. Identifies upcoming project milestones and strategizes whether projects should be news releases, events, media tours or pro-active media pitches.
8. Develops and executes event plans, writes news releases, key messages, FAQs, or speeches and adheres to an events budget.
9. Supports the social media team by providing content that promote announcements and programs, responds to emerging issues and other initiatives.
10. Acts as the direct contact for the Ministry of Municipal Affairs and Housing's communications team, Government Communications & Public Engagement (GCPE) and responds and supports their daily communications needs.

11. Maintains a solid knowledge and understanding of BC Housing's operations and emerging trends and issues; develops and maintains contacts within the industry and liaises with various associations, professional and other organizations to remain current in the field.
12. 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. 80391, 80402, 80483, 81182	2. Descriptive Working Title Senior Communications Advisor, Media Relations & Issues Management	3. Present Classification AO IV
4. Education, Training and Experience		

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

Extensive experience in the communications field in the areas of communications planning, issues management, media relations, and event managements.

Considerable experience in an advisory role to other Communications staff, as well as in the public sector.

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

5. Knowledge, Skills and Abilities
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Core Competencies:

- Personal Effectiveness
  - Communication
  - Results Oriented
  - Teamwork
  - Service Oriented
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- Considerable knowledge and understanding of the philosophy, theories and principles of the communications discipline.
  - 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 organizational and time-management skills.
  - Strong verbal, writing, editing and presentation skills.
  - Strong interpersonal skills, with ability to work independently and as a team player.
  - Ability to create and foster strong working relationships with internal and external partners and stakeholders in planning and implementing communication strategies, providing strategic communications advice, and facilitating problem solving in order to manage issues, mitigate risks and achieve results.
  - Ability to draft concise briefing notes, issues notes and communications plans.
  - Ability to synthesize and articulate complex issues, problem solve and facilitate the implementation of effective solutions.
  - Ability to work with a variety of partners and stakeholders, agencies and contractors.
  - Ability to provide strong team leadership on various projects and provide advice and counsel to other Communications staff in the performance of their duties.
  - Ability to work under tight deadlines and pressures, with scrupulous attention to details.
  - Ability to handle confidential and sensitive information in an appropriate manner and display a high degree of judgement, discretion and decision-making ability.
  - Ability to draft social media messaging.
  - Ability to travel on Commission business and work occasional evenings and weekends as required.
  - Valid BC Driver's License and must meet requirements to qualify for rental car insurance.

6. Occupational Certification
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