

1. Position No. 81566	2. Descriptive Working Title Director, External Communications and Brand Management		3. Present Classification Excluded Management
4. Branch Communications	5. Department N/A	6. Work Location Telework Eligible	Date October 2019 Revised November 2020, Aug. 2021
7. Position No. of Supervisor 13037	8. Descriptive Work Title of Supervisor VP Communications		9. Classification of Supervisor Excluded Management

POSITION SUMMARY

Reporting to the VP Communications, the Director, External Communications and Brand Management is responsible for the development and implementation of external communications and marketing strategies and tactics for BC Housing. He/she/they provides leadership to a team of professionals who support the Commission’s strategic objectives through communications planning, media relations, public events, issues management, crisis management, public affairs, brand management, information campaigns, marketing campaigns, and digital engagement, including website strategy and social media. As a member of the Communications leadership team, the Director works closely with the VP in assessing the organization’s strategic communications requirements, developing a broad communications strategy, and providing oversight and quality control of the implementation of communications programs and initiatives that support BC Housing’s Goals and Objectives.

MAJOR RESPONSIBILITIES

1. Collaborates with the VP in the identification and assessment of the Commission’s strategic communications needs and the formulation of a comprehensive communications strategy for the organization. Provides general oversight and quality control with respect to the implementation of the Branch’s communications programs, policies and standards.
2. Identifies and assesses a wide range of sensitive, emerging and high-profile issues through liaising with the Communications leadership team, the Executive, and staff of the Commission. Working closely with the Manager, Media Relations and Issues Management, leads the preparation of responses and provides timely and effective communications counsel to the Ministry, Minister’s Office, Chief Executive Officer, Executive and senior management.
3. Fosters positive and strong relationships with the Ministry, Minister’s Office, partner ministries, local governments, health authorities, and housing sector partners at a strategic level in advancing BC Housing’s communications objectives.
4. Provides professional advice and support to the Executive and senior management with respect to communications planning, public relations, media relations, digital strategy, marketing, and management of emerging communications issues.
5. Leads issues management and crisis communications, including for high profile incidents and on tight timelines.
6. Manages the Business Continuity Plan; updates and liaises with the Branch management team and other Branches as required to ensure timely reporting of updates; reviews the plan for accuracy and completeness and provides recommendations for improved processes.

7. Oversees the development and execution of province-wide and community-specific information campaigns (paid, earned and owned across traditional media, digital channels and through stakeholder relationships) to raise awareness of the Commission's programs and services with key audiences.
8. Works with Branches across the commission to create and oversee strategic communications plans for programs, projects and initiatives that uphold the Branches' objectives.
9. Participates in Commission-wide strategic committees, such as the Reconciliation Strategy Committee and Progressive Aboriginal Relations Committee, providing strategic communications guidance to meet organizational goals.
10. Oversees social media strategy, monitoring, and reporting, ensuring alignment with Branch and organization goals, objectives, and priorities. Ensures best practice in information campaigns and digital strategy, including for accessibility and equity.
11. Oversees earned media strategy, monitoring, and reporting, ensuring alignment with government direction and Commission priorities. Ensures best practices in media relations are upheld, including transparency, timeliness, accuracy, and respect.
12. Oversees the creation of public facing reports about BC Housing's progress towards goals and objectives.
13. Conducts research regarding a variety of corporate program and policy issues, assesses implications for the Commission and develops plans and strategies for the effective communication of these issues to stakeholders, government, the general public and the media.
14. Provides oversight of brand development, maintenance, and implementation to optimize BC Housing communications to best serve target audiences. Strategically positions the brand to enhance organizational reputation, and maximize clients served. Oversees copyright and trademark.
15. Oversees digital asset strategies, such as videos, graphics, photography and blog posts, to ensure best practice, accessibility, and equity are upheld. Uses digital assets to tell stories that exemplify BC Housing's mission, vision, values and goals.
16. Supports the Privacy Office with responding to Freedom of Information requests in a transparent manner. Ensures privacy is upheld in communications activities, including creating and implementing informed consent processes.
17. Supports the VP in the development and implementation of various Branch initiatives, including development of the annual Branch Plan and with training and development for Branch staff. Works with the VP to support the Branch with planning for cross-branch strategic planning, collaboration, and reporting.
18. Plans and oversees the contribution of project teams, consultants and contractors involved in developing and implementing communications projects and initiatives.
19. Supervises the work of staff in accomplishing the business activities of the program area. Creates a supportive and progressive environment, coaches, trains and ensures staff are provided with information necessary to perform their assigned duties. Completes performance evaluations, addresses performance issues, and takes disciplinary action, which may include suspension and the recommendation for termination. Plays a key role in recruitment activities, including hiring, promotion and demotion decisions, and recommends compensation activities of staff. Resolves grievances up to the second stage of the process. May contribute and participate on the negotiating committee as a management representative. Manages resources required to fulfill operational requirements, develops staffing plan, and recommends staffing levels to accomplish goals.
20. Performs other related duties that do not affect the nature of the job, including conducting special studies, making presentations and participating in task force, project teams, and committee work.

ORGANIZATION

The Director External Communications and Brand Management reports to the Vice President, Communications.

The Director, External Communications and Brand Management supervises a team of staff, including excluded and bargaining unit employees.

QUALIFICATIONS

Education, Experience and Occupational Certification

Bachelor's degree in communications, journalism, public relations or relevant field.

Extensive experience in a communications and public affairs environment, preferably in the public sector working with diverse communities and audiences, with specific experience in strategic communications planning, event management, issues management, digital strategy, marketing, public affairs, and stakeholder relations. Considerable experience managing, mentoring, coaching and developing employees.

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

Knowledge, Skills and Abilities

Core Competencies

- Personal Effectiveness
- Communication
- Results Oriented
- Teamwork
- Service Oriented

Leadership Competencies

- Alignment & Results
- Team Development
- Relationship Building/Management

Extensive knowledge of the philosophies, principles and practices of communications planning and program implementation, issues management, public affairs and digital strategy.

Extensive experience in issues/crisis management with history of successfully handling highly sensitive and complex situations.

In-depth knowledge of the affordable housing sector and ability to learn the Commission's organization, programs and services and of related legislation and policies.

Considerable knowledge of current social media and current web design techniques and approaches.

Strong strategic and analytical thinking, problem solving, project management and organizational skills.

Strong creative outlook skills.

Strong consultative, facilitation, consensus building and conflict resolution skills.

Effective leadership and interpersonal skills.

Proven ability to promote and create profile for an organization and key leaders.

Ability to lead the development and implementation of plans, strategies and programs in a deadline oriented, high profile and demanding environment.

Ability to establish a high level of rapport with the CEO, Executive and senior management, the Minister's Office and other partners and stakeholders.

Ability to use judgment and sensitivity in presenting issues and provide leadership/direction in determining appropriate courses of action.

Proven ability to communicate effectively and creatively, both orally and in writing, within tight time frames.

Ability to develop innovative ideas and solutions.

Ability to lead, coach and motivate staff in a team environment.

Ability to work flexible hours including some evening and/or weekends with occasional travel within the province.

Ability to demonstrate an understanding of current trends and best practices in communications relevant to complex organizations, such as through accreditation (APR, SCMP) or other professional development.