

JOB DESCRIPTION
MANAGEMENT EXCLUSION

1. Position No. 80830	2. Descriptive Working Title Manager, Publications and Industry Engagement		3. Present Classification Excluded Management
4. Branch Communications	5. Department	6. Work Location Telework Eligible	Date April 2019, Rev. Jan 2022
7. Position No. of Supervisor 33044	8. Descriptive Work Title of Supervisor VP Communications and Public Affairs		9. Classification of Supervisor Executive

POSITION SUMMARY

Reporting to the Vice President Communications & Public Affairs, the Manager, Publications and Industry Engagement is responsible for communications planning, publications, stakeholder relations, home builder industry sponsorships, consumer awareness, and event planning to support BC Housing’s research and education activities around residential construction in British Columbia. She/he/they provide communications leadership for programs and initiatives to improve the quality of residential construction and strengthen consumer protection for new home buyers as per BC Housing’s mandate under the Homeowner Protection Act. The Manager works closely with other members of the Communications Branch, the Research Centre and Licensing & Consumer Services to support education of licensed builders and develop communications strategies that raise awareness of best practices in building and maintaining residential homes, with a focus on the technical and socio-economic research produced through BC Housing’s Research Centre.

MAJOR RESPONSIBILITIES

1. Leads the development of communications planning, publications, stakeholder relations, and event planning/implementation to support BC Housing’s research and education activities around residential construction in British Columbia.
2. Develops and leads the implementation of a strategy to disseminate research through publications, engagement, and events, collaborating closely with the Research Centre, Licensing and Consumer Services, and Communications.
3. Collaborates with the Research Centre and Communications Branch and provides communications advice to foster excellence in residential construction through strategic partnerships with the homebuilding industry and housing sector and to disseminate research findings that lead to innovation in construction techniques and community inclusion.
4. In consultation with home building industry, housing sector partners, and consumer groups, provides advice and expertise to raise awareness around best practices in residential construction. Increases awareness of programs and initiatives that enhance consumer protection for new home buyers and improve the quality of residential construction in BC.
5. Oversees stakeholder relations regarding BC Housing's support of and participation in high profile programs and events to encourage excellence in residential construction. Manages the sponsorship portfolio for the Research Centre and Licensing & Consumer Services, working closely with Stakeholder Engagement and Partnerships to coordinate sponsorship practices and priorities across the commission.

6. Works closely with internal partners to deliver the Building Excellence Research and Education Grants program, providing direction for communication strategies and showcasing success stories with industry and consumer organizations, educational institutions, and the housing sector.
7. Leads the development, production, and dissemination of best practice guides, research reports, studies, bulletins and educational videos for research, upholding best practices in print and digital accessibility.
8. Works closely with Licensing & Consumer Services to develop and disseminate consumer guides, home warranty insurance materials, residential construction performance guides, compliance updates, regulatory bulletins, videos, and other materials to help builders meet requirements for licensing, qualifications, and continuing professional development and to share information about the owner builder authorization process and exam requirement.
9. In collaboration with the Research Centre, Licensing and Consumer Services, and Communications, provides support in the production and publicity for delivery of the Building Smart seminars/webinars and Building Knowledge forums and symposiums on a range of affordable housing and building science topics.
10. Collaborates with External Communications and Marketing to plan and implement social media and web strategies to raise awareness of research studies and best practices in residential construction.
11. Supports Media Relations and Issues Management with responses to media enquiries and issues relating to the Homeowner Protection Act, Research Centre, and Licensing & Consumer Services.
12. Liaises with other members of the Communications leadership team as needed in planning and implementing high-profile program announcements and events. Works closely with LCS and the Research Centre regarding a variety of HPA program priorities and develops plans and strategies for the effective communication of these issues to stakeholders, government, industry and the public in collaboration with Communications leadership team.
13. Develops and manages the annual Research Publications and Events budget. Monitors and controls expenditures within approved budget limits.
14. 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.
15. Plans and oversees the contribution of project teams, consultants, and contractors involved in developing and implementing communications projects and initiatives.
16. 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.
17. 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 Manager, Publications and Industry Engagement reports to the Vice President, Communications and Public Affairs.

The Manager, Publications and Industry Engagement supervises bargaining unit employees.

QUALIFICATIONS

Education, Experience and Occupational Certification

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

Significant experience in a communications and education environment with specific experience in strategic communications planning, event management, publications, 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

Significant knowledge of the philosophies, principles and practices of communications planning and program implementation, issues management, public affairs and stakeholder relations

Ability to learn about the Research Centre and the Licensing & Consumer Services programs and services and of related legislation and policies

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, and external partners and stakeholders

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

Ability to communicate effectively and creatively, both orally and in writing, within tight time frames

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.

Excellent strategic and analytical thinking, problem solving, project management and organizational skills

Excellent creative outlook and ability to develop innovative ideas and solutions

Excellent consultative, facilitation, consensus building and conflict resolution skills

Effective leadership and interpersonal skills