

1. Position No. TBD	2. Descriptive Working Title Senior Communications Advisor, Publications and Industry Engagement		3. Present Classification AO4
4. Branch Communications	5. Department Publications and Industry Engagement	6. Work Location Hybrid – Site Central	Date Nov 2023
7. Position No. of Supervisor 80830	8. Descriptive Work Title of Supervisor Manager, Publications and Industry Engagement		9. Classification of Supervisor Excluded Management
10. Job Summary:			

Reporting to the Manager, Publications and Industry Engagement, the Senior Communications Advisor, Publications and Industry Engagement helps develop and implement various industry engagement initiatives and activities to support the management of relationships with key external industry stakeholders. He/She/They provides consultation and support to BC Housing's Executive, management and staff, including presentation coaching and relationship management advice, fostering positive relationships with external organizations, planning and organizing industry events, and promoting and marketing various research reports, video content and communications materials. The position collaborates closely with the broader Communications and external partners on initiatives to improve user experience and industry engagement.

11. Duties:

1. Participates with the Manager in the identification and assessment of BC Housing's strategic communications needs and the development of comprehensive and proactive communications plans and programs pertaining to industry relations, public engagement, stakeholder consultation, and external communications
2. Identifies opportunities, and plans, schedules, coordinates and implements events, conferences, exhibits, awards programs, and advertising opportunities to raise awareness of and build relationships with industry stakeholders in support of BC Housing programs and services
3. Provides strategic communications advice, and plans, coordinates, and executes opportunities for BC Housing subject matter experts to raise awareness of residential construction industry best practices with external industry stakeholders and audiences, including through conferences, committees, publications, public events, and other opportunities
4. Supports the Manager in identifying and managing the sponsorship program in furtherance of BC Housing's strategic objectives
5. Identifies and assesses a wide range of emerging industry trends and issues that have the potential for government and public interest
6. Plans, develops and manages the implementation of tactical plans and strategies for communication with internal and external partners, sponsoring organizations, the Minister's Office, federal and municipal governments, regional health authorities, indigenous groups, community agencies, various interest groups and the public, and follows up to ensure related mitigating measures are implemented, in order to support successful stakeholder relations and partnership development
7. Conducts research, prepares topic summaries, recommendations, reports, briefs and presentation materials, and provides effective communications counsel to senior managers in managing emerging industry trends and issues
8. Identifies opportunities for and participates in the development of media stories, opinion-editorial or advertorial articles, and long-form articles in alignment with Communication Branch goals, and to further industry engagement activities and spotlight partnership development.
9. Provides situational analysis and "heads-up" information, provides information for speeches and other presentations for senior executives and other BC Housing staff on various industry issues and trends concerning BC Housing's activities and research.

10. Coordinates the production, inventory and distribution of a variety of internal and external materials and publications, working with partners 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.
11. Supports the Social Media team by providing content that integrates stakeholder engagement activities into BC Housing's digital strategy and social media engagement.
12. Provides communications counsel, support and training to BC Housing's Executive, management and staff to ensure they can respond effectively to a wide range of topics and issues, and to enhance awareness of their role as subject matter experts with specific audiences and stakeholders
13. Evaluates the effectiveness of communications programs through internal/external reviews and communications assessments from customers, stakeholders and others
14. 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
15. Leads projects teams and provides advice, direction and technical guidance to other Communications staff, contractors and consultants in developing high-profile industry engagement strategies and initiatives
16. 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. TBD	2. Descriptive Working Title Senior Communications Advisor, Publications and Industry Engagement	3. Present Classification AO4
4. Education, Training, and Experience		

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

Extensive experience in communications field in the areas of communications planning, issues management, media relations, stakeholder relations and public engagement for large, complex organizations.

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
-
- 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 and stakeholder relations
 - Proficient in the use of MS Office applications including Excel, Word, PowerPoint and Outlook
 - Strong verbal, writing, editing, and presentation skills
 - Strong organizational and time-management 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 to manage issues, mitigate risks and achieve results
 - Ability to produce high quality speaking notes, presentations, articles, and communications plans
 - Ability to synthesize and articulate complex issues, problem solve and facilitate the implementation of effective solutions
 - Ability to develop and design presentations
 - 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 while displaying a high degree of judgement, discretion and decision-making ability
 - Ability to work with a wide variety of online social media platforms
 - 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, or willingness to obtain

6. Occupational Certification	
-------------------------------	--