

1. Position No. 81597	2. Descriptive Working Title Senior Communications Advisor, Sector Engagement and Partnerships		3. Present Classification AO IV
4. Branch Equity & Corporate Affairs	5. Department Community and Stakeholder Engagement	6. Work Location Hybrid – Site Central	Date Mar 2020 Revised Feb 2024
7. Position No. of Supervisor 80006	8. Descriptive Work Title of Supervisor Manager, Sector Engagement and Partnerships		9. Classification of Supervisor Excluded Management
10. Job Summary:			

Reporting to the Manager, Sector Engagement and Partnerships, the Senior Communications Advisor, Sector Engagement and Partnerships, supports the development and implementation of communications strategies to foster strong relationships with housing sector partners, and supports engagement with key external stakeholders and partners on BC Housing’s long-term plans and strategic initiatives to support a thriving affordable housing sector in British Columbia. He/She/They provides housing sector-related 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 housing sector consultations and events; and preparing various presentations, reports, briefing notes, and communications materials. The position facilitates strong working relationships with the Minister’s Office, housing sector partners, local governments, health authorities, and other external stakeholders.

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 housing sector relations, public affairs, stakeholder consultation, and external communications
2. Provides housing sector-related strategic communications advice, and plans, coordinates, and executes opportunities for BC Housing subject matter experts to raise awareness of housing programs and services with external stakeholders and audiences, including through conferences, panels, specialized publications, tours, public events, roundtables, and other opportunities
3. Identifies opportunities, and plans, schedules, coordinates, and implements events, conferences, exhibits, and advertising opportunities to raise awareness of and build relationships in support of BC Housing programs and services
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 high profile and politically sensitive issues that have the potential for major public relations impact
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 housing sector relations and partnership development
7. Conducts research, prepares topic summaries, recommendations, reports, briefs, and presentation/meeting materials, and provides effective communications counsel to senior managers in managing issues of concern
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 housing sector engagement activities and spotlight partnership development.
9. Provides situational analysis and “heads-up” information, provides information for speeches and other presentations for senior executives on various issues concerning BC Housing’s activities

10. Coordinates the production, inventory, and distribution of a variety of internal and external materials and publications, working with service providers and fulfillment firms as required. Coordinates advertising, including identifying opportunities for ads/advertorials, booking ads with media partners, liaising with graphic designers, and submitting final artwork to meet material deadlines.
11. Supports the Social Media team by providing content that integrates housing sector 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 housing sector 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

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4. Education, Training, and Experience		

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

Considerable experience in communications 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
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- Considerable knowledge and understanding of the philosophy, theories and principles of the communications discipline, specifically in the public sector environment
 - 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 in order 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

6. Occupational Certification
