

1. Position No. 81634, 81819, 81991	2. Descriptive Working Title Senior Communications Specialist, Employee Communications		3. Present Classification AO3
4. Branch Equity & Corporate Affairs	5. Department Employee Communications	6. Work Location Hybrid – Site Central	Date June 2020 Revised Oct 2021, Mar 2024
7. Position No. of Supervisor 81190	8. Descriptive Work Title of Supervisor Manager, Employee Communications		9. Classification of Supervisor Excluded Mgmt
10. Job Summary:			

Reporting to the Manager, Employee Communications, the Senior Communications Specialist, Employee Communications, provides strategic communications planning, employee communications, executive communications, issues management, materials production, and event management services for internal audiences. He/she/they provides support for high-profile projects and internal corporate initiatives, works with other Branches and departments to manage intranet content and user experience, and helps develop and champion best practices and guidelines for effective employee communications.

11. Duties:

1. Works closely with and supports the Manager, Employee Communications in the planning and development of internal communications strategies in support of BC Housing’s strategic objectives.
2. Provides strategic communications advice and support for a variety of high-profile projects and internal events, including digital organization and cross-branch wide initiatives, meetings, and speaker series.
3. Identifies and assesses emerging issues, consults with affected internal and external stakeholders, and develops, recommends, and executes proactive strategies to support positive outcomes.
4. Identifies opportunities for supporting and enhancing internal and employee communications activities; prepares speaking notes, articles for the intranet, newsletter content, internal correspondence, and other communications materials.
5. Supports strategic decision-making by providing advice to leadership on how information should be presented to internal audiences to best represent the reputation and interests of BC Housing and mitigate any risks.
6. Provides writing support for a variety of materials and channels, including articles for the intranet and internal housing news, web-based communications, and other writing projects as required.
7. Produces communication collateral such as backgrounders, questions and answers, web content, and presentation materials.
8. Develops, implements, and administers an employee social media ambassadorship plan including an employee social media strategy and a refresh of the social media policy.
9. Establishes and administers an employee communications council to provide a platform for information and discussions about issues that are of particular interest to employees.
10. Coordinates the production, inventory, and distribution of a variety of internal materials and publications, working with service providers and fulfillment firms as required.
11. Updates intranet including branch and department microsites and ensures content is accurate and up to date; develops new material in cooperation with staff; provides input on proposed navigation, content, or design changes.

12. Helps develop, maintain, and review the overall Information Architecture and User Experience for the intranet.
13. Leads employee communications planning for significant corporate initiatives, such as the Reconciliation Strategy and the Diversity, Inclusion, and Equity Strategy.
14. Collaborates with Human Resources on significant change management initiatives and on communications strategies that support employee engagement.
15. Works with the Manager to support the establishment of best practices for employee communications and providing training, capacity building, and tools/templates to uphold those best practices.
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		

Advanced diploma in communications or other relevant discipline.

Considerable progressive experience in communications in the areas of communications planning, employee engagement, employee communications, and executive communications, in a public sector environment.

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 communications, specifically in the public sector environment
 - Proficient in the use of Microsoft 365 applications (SharePoint, Teams, Excel, Word, PowerPoint, and Outlook)
 - Strong writing and editing skills
 - Strong verbal communication and presentation skills
 - Strong interpersonal, organizational, and time-management skills and the ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Strong event management skills
 - Ability to write, prepare, and post content to websites for both internal and external audiences
 - Ability to develop and implement communication strategies
 - Ability to work independently and as a team player to analyze, problem-solve, mediate, and mitigate difficult situations
 - Ability to build effective working relationships and work with external partners such as agencies and contractors
 - 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 evenings and weekends as required

6. Occupational Certification		
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