

JOB DESCRIPTION

BCGEU

1. Position No. 81403	2. Descriptive Working Title Communications Specialist – Community Relations	3. Present Classification ADMINISTRATIVE OFFICER II
4. Division Community Relations	5. Branch/section Corporate Communications	6. Proposed classification Date March 2019
7. Position No. of Supervisor 12153	8. Descriptive Work Title of Supervisor Senior Manager Community Relations	9. Classification of Supervisor Excluded Management
10. Job Summary		

The Communications Specialist is responsible for performing a variety of communications and community engagement activities as part of BC Housing's Corporate Communications team, with primary emphasis on supporting communications and public engagement strategies, initiatives and projects relating to Community Relations.

11. Duties

1. Public Engagement for Major New Construction, Redevelopment and Renovations:

- Participates in the development of event plans and coordinates implementation to support community engagement strategies for often high contentious development initiatives;
- Coordinates the execution of all event logistics for community consultations (i.e., open houses, community dialogues, modular demo tours, etc.) including coordinating venues, staging, catering, signage and security as required;
- Works with internal and external partners to coordinate staffing for community consultation initiatives;
- Develops environmental scans to identify potential issues and stakeholders to consider in neighbourhood outreach
- Writes and coordinates the distribution of neighbourhood notification letters;
- Creates summary reports for community consultations, including creating the comment forms, compiling the feedback and drafting the reports to submit to the municipalities as part of rezoning requirements;
- Writes and designs a variety of project related collateral materials, including project fact sheets;
- Works with the Web team to ensure the Public Engagement web pages are up-to-date by tracking, updating existing pages and creating new content;
- Provides onsite support for community consultations (sometimes involving overnight travel), including coordinating onsite logistics, liaising with public at community open houses, and hosting public community dialogue sessions as necessary;
- Tracks traditional and social media channels to identify potential issues;
- Administers the community relation inbox, including working with internal and external partners to coordinate a response;
- Supports the Project Team with other administrative duties as required, including working with internal and external partners to coordinate meetings, pulling together the briefing packages, managing project-specific email distribution lists, etc.

2. Tenant Communications:

- Supports the development of tenant communication materials when major changes are occurring that may impact the tenants, including writing tenant letters and Q&As
- Coordinates tenant information meetings where required
- Supports the development and distribution of any additional collateral materials

3. Program Outreach & Promotions:

- Coordinates all event logistics for program outreach (i.e., road shows, etc.), such as venues, staging, etc.;
- Researches and tracks stakeholder outreach for program initiatives;
- Assists in the development and distribution of any required materials, including developing key messages, creating content and coordinating graphic support as necessary;
- Coordinates and participates in promotional opportunities (i.e., trade show booths, etc.).

4. Supports Communications teams across the Branch:

- Develops and implements tracking systems to support multiple major communications projects and deliverables
- Coordinates meetings with internal and external stakeholders, ensuring key information is captured and action items are tracked
- Develops and maintains Corporate Communications calendars and timelines for various initiatives and events
- Provides support for various administrative functions including procurement processes
- Provides back-up support for Senior Communications Specialists when away

5. Performs other related duties which do not affect the nature and scope of the work

STAFFING CRITERIA

1. Position No. 81403	2. Descriptive Working Title Communications Specialist	3. Present Classification ADMINISTRATIVE OFFICER II
4. Education:		

Completion of a college diploma in communications or other relevant discipline.

5. Knowledge and Skills:

Core Competencies:

- Personal effectiveness
 - Communications
 - Results Oriented
 - Teamwork
 - Service Oriented
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- Working knowledge of the principles and practices of communications, particularly within a public sector environment
 - Working knowledge of communications planning and program/project implementation
 - Working knowledge of community engagement best practices
 - Some knowledge of the processes relating to social housing development
 - Knowledge and skill in working with Microsoft Outlook, Excel, Adobe InDesign, Adobe Creative Suite, Adobe Acrobat and PowerPoint
 - Demonstrated ability as a strong writer and editor and strong oral communication skills
 - Ability to respond effectively to challenging email enquiries from angry members of the public
 - Ability to analyze, problem-solve and mediate difficult situations
 - Ability to work with a variety of agencies and contractors
 - Strong interpersonal skills with ability to work independently and as a team player
 - Strong organizational and time management skills and the ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to handle confidential and sensitive information in an appropriate manner
 - Ability to juggle multiple priorities at any given time.
 - A high degree of judgement, discretion and decision-making ability
 - Must be available to work evenings and weekends as required
 - Valid BC Driver's License, and must meet requirements to qualify for rental car insurance
 - Extensive travel required

6. Experience:

- Three years well rounded experience in communications, with some experience in the public sector
- Experience in coordinating logistics for community relations events and activities
- Experience in planning, coordinating, organizing and overseeing the production of communications collateral with multiple partners and stakeholders
- Or an equivalent combination education, training and experience acceptable to the employer may be considered.