

1. Position No. TBC	2. Descriptive Working Title Director, Brand and External Communications		3. Present Classification Excluded Management
4. Branch Communications	5. Department N/A	6. Proposed Classification	Date October 2019
7. Position No. of Supervisor 13037	8. Descriptive Work Title of Supervisor VP Communications		9. Classification of Supervisor Excluded Management

SCOPE OF THE ORGANIZATION

The British Columbia Housing Management Commission (BC Housing) is a Crown agency of the provincial government and is responsible for providing a range of housing programs for British Columbians. BC Housing, together with its partners, works across the housing continuum to: ensure the most vulnerable have housing and support options that provide stability and maximize independence; increase the supply of affordable and supported housing options for people with low and moderate incomes; administer rent assistance programs; oversee the management of provincial housing properties and programs; support strong non-profit and Indigenous housing sectors; and provide a licensing system in which residential builders achieve a high bar of professionalism. BC Housing has an annual budget of \$1.45 billion in 2019/20 and assists more than 110,400 households in over 300 communities throughout the province. BC Housing seeks sustainable housing solutions that are supported by excellence in service delivery and research, and that take into account social, financial and environmental impacts.

Communications is responsible for developing and managing all aspects of internal and external communications strategies to educate and inform the public and staff regarding the delivery of affordable housing programs by the government. The Branch manages a broad range of external and internal communications activities related to media relations, issues management, social media, employee communications, and government, stakeholder and community relations. The Branch provides advice to the Executive, Board of Commissioners and Minister regarding the management of various program communications issues and initiatives, and works closely with housing partners and advocates to deliver proactive/innovative community and media relations activities at the local level. The Branch also coordinates sponsorship and participation in private and non-profit sector events and conferences, high-profile program announcements, and events such as ground-breakings and housing openings. In addition, the Branch is responsible for the Commission's websites, electronic employee newsletters and the development and production of corporate publications and collateral materials. The Branch also collaborates with the IT department on the intranet site and identifying and implementing social media opportunities.

POSITION SUMMARY

Reporting to the VP Communications, the Director, Brand and External Communications is responsible the development and implementation of external communications and marketing strategies and tactics for BC Housing. The Director provides leadership to a team of professionals who support the Commission's strategic objectives through communications planning, media relations, public events, issues management, public affairs, information campaigns, and digital engagement, including social media. As a member of the Communications leadership team, the Director works closely with the VP in assessing the organization's strategic communications requirements, developing a broad communications strategy, and providing oversight and quality control of the implementation of communications programs and initiatives. The position acts on behalf of the Vice President as required.

MAJOR RESPONSIBILITIES

1. Collaborates with the VP in the identification and assessment of the Commission's strategic communications needs and the formulation of a broad communications strategy for the organization. Provides general oversight and quality control with respect to the implementation of the Branch's communications programs, policies and standards.
2. Identifies and assesses a wide range of sensitive, emerging and high-profile issues through liaison with the Communications leadership team, the Executive and staff of the Commission. Leads the preparation of responses and provides timely and effective communications counsel to the Ministry, Minister's Office, Chief Executive Officer, Executive and senior management.
3. Fosters positive and strong relationships with the Ministry, Minister's Office, partner ministries, local governments, health authorities and housing sector partners at a strategic level in advancing BC Housing's communications objectives.
4. Provides expert advice and support to the Executive and senior management with respect to communications planning, public relations, digital strategy, and management of emerging communications issues.
5. Leads issues management and crisis communications, including for high profile incidents and on tight timelines.
6. Manages the Business Continuity Plan updates and liaises with the Branch management team and other Branches as required to ensure timely reporting of updates; reviews the plan for accuracy and completeness and provides recommendations for improved processes.
7. Leads the development and execution of province-wide and community-specific information campaigns to raise awareness of the Commission's programs and services with key audiences.
8. Conducts research regarding a variety of corporate program and policy issues, assesses implications for the Commission and develops plans and strategies for the effective communication of these issues to stakeholders, government, the general public and the media.
9. Supports the VP in the development and implementation of various Branch initiatives, including development of the annual Branch Plan and the formulation of a training and development strategy for Branch staff.
10. Plans and oversees the contribution of project teams, consultants and contractors involved in developing and implementing communications projects and initiatives.
11. Supervises the work of staff in accomplishing the business activities of the area. Creates a supportive and inclusive environment that promotes improved performance. Coaches staff and provides the information and training necessary for high team performance. Completes performance evaluations, determines performance issues, and takes disciplinary action, which may include suspension and the recommendation for termination. Has significant input into hiring, promotion and demotion decisions. Recommends changes in compensation of staff and authorizes overtime. Resolves grievances up to the second stage of the grievance process. Identifies to senior management appropriate collective agreement wording to serve the employer's interests in achieving operational goals and objectives, and may participate on the negotiating committee as a management representative. Determines resources required to fulfill operational requirements, develops staffing plans and recommends staffing levels to accomplish objectives, including revisions to staffing levels as necessary as operational requirements change.
12. Serves as Acting Vice President of Communications, as required.
13. Conducts special studies, makes presentations and participates in task force and committee work.

ORGANIZATION

Reporting to the Vice President, Communications are: Director Brand and External Communications, Director Community and Stakeholder Engagement, Manager Internal Communications, and Executive Coordinator.

Reporting directly to the Director, Brand and External Communications are two positions: Manager, Media Relations and Issues Management and Manager, Digital and Creative Services. The position may be required to manage the activities of contractors and project staff.

QUALIFICATIONS

Education, Experience and Occupational Certification

University degree in communications, journalism, public relations or other relevant discipline. Post-graduate degree and/or accreditation/certification (APR or SCMP) would be an asset.

Extensive experience in a communications and public affairs environment, preferably in the public sector working with diverse communities and audiences, with specific experience in strategic communications planning, event management, issues management, digital strategy, marketing, 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/Management

Extensive knowledge of the philosophies, principles and practices of communications planning and program implementation, issues management, public affairs and digital strategy.

Extensive experience in issues/crisis management with history of successfully handling highly sensitive and complex situations.

In-depth knowledge of the affordable housing sector and understanding of the Commission's organization, programs and services and of related legislation and policies.

Considerable knowledge of current social media and current web design techniques and approaches.

Strong strategic and analytical thinking, problem solving, project management and organizational skills.

Strong creative outlook skills.

Strong consultative, facilitation, consensus building and conflict resolution skills.

Effective leadership and interpersonal skills.

Proven ability to promote and create profile for an organization and key leaders.

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, the Minister's Office and other partners and stakeholders.

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

Proven ability to communicate effectively and creatively, both orally and in writing, within tight time frames.

Ability to develop innovative ideas and solutions.

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.