

JOB DESCRIPTION

BCGEU

1. Position No. 80259	2. Descriptive Working Title Senior Communications Advisor, Community and Tenant Affairs		3. Present Classification AO 4
4. Department Stakeholder & Community Engagement	5. Branch Communications	6. Proposed Classification	Date Aug 2020
7. Position No. of Supervisor 12153	8. Descriptive Work Title of Supervisor Manager, Community and Tenant Affairs		9. Classification of Supervisor Excluded Management
10. Job Summary:			

The Senior Communications Advisor, Community and Tenant Affairs is responsible for developing and implementing a wide range of communications and community engagement strategies to support BC Housing's corporate priorities. As provincial lead on community and tenant affairs for BC Housing, key responsibilities include providing consultation and support to BC Housing's Executive and senior leadership on addressing emerging community acceptance issues; developing and implementing tenant and community engagement strategies for major redevelopments, renovation and new construction projects; and developing provincial communications strategies for major initiatives to foster community and/or tenant support. The incumbent will collaborate with the Communications team, Development & Asset Management, and Operations to facilitate strong working relations with housing sector partners, local governments, health authorities and other community stakeholders.

11. Duties

1. Works collaboratively with the Manager to identify emerging community acceptance issues, evaluate existing engagement efforts, and bring forward new and innovative engagement approaches in order to develop recommendations to improve future community engagement efforts.
2. Leads the development and implementation of community and tenant engagement strategies for major redevelopment and renovation initiatives to keep tenants informed about how changes will impact them and to solicit their input.
3. Works with internal and external partners to develop and implement community engagement strategies for complex, high-contentious and/or multi-site new construction projects.
4. Supports the Manager in executing training initiatives to support BC Housing staff who participate in community engagement initiatives, with a focus on providing techniques with managing difficult and/or contentious conversations when encountering community opposition.
5. Develops provincial communication and engagement plans for major initiatives to foster community and/or tenant support, including developing provincial messaging for new initiatives and wide range of supporting collateral materials.
6. Provides strategic advice and support for homelessness services societies and housing providers in their community and tenant engagement efforts as needed, including working in collaboration with the Manager to develop new resources and training initiatives.
7. Facilitates engagement initiatives, including hosting open houses, small group dialogues and other engagement initiatives as needed.
8. Works in collaboration with our internal and external partners to identify positive storytelling opportunities for the Media and Digital teams.
9. Develops the weekly Executive Committee summary report for the VP and Communications Leadership Team.
10. Maintains a solid knowledge and understanding of BC Housing's operations and understanding of the development process; develops and maintains contacts within the industry and liaises with various associations, professional and other organizations to remain current in the field.

11. 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 designer, and submitting final artwork to meet material deadlines.
12. Participates in communications planning, issues identification, and community engagement considerations to support successful outcomes.
13. Performs other duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

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4. Education, Training, and Experience		

Bachelor's or Master's degree in communications, public engagement or other relevant discipline.

Minimum of five years progressively related experience in communications in the field of community relations, public engagement, strategic communications planning, issues management, and event planning and execution.

Minimum of two years' experience working with marginalized or underserved communities and with vulnerable and multi-barriered clients.

Experience in a team leadership and advisory role to others.

Experience working in government, with a non-profit in housing or a related sector, or with Indigenous communities is an asset.

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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- In-depth knowledge and understanding of the philosophy, theories and principles of communications
 - Strong knowledge and understanding of public engagement best practices
 - Strong knowledge and understanding of current social issues facing tenant populations
 - Some knowledge and understanding of media relations and public affairs
 - Proficient in the use of MS Office applications (Excel, Word, PowerPoint and Outlook)
 - Strong verbal, writing, editing, and presentation skills
 - Strong interpersonal, organizational and time-management skills
 - Ability to apply principles of equity, diversity and inclusion in decision-making
 - Ability to work closely with internal and external partners and stakeholders in planning and implementing community engagement strategies, provide strategic communications advice, and facilitate problem solving in achieving results
 - Ability to facilitate a wide range of community engagement strategies.
 - Ability to plan, coordinate and oversee the execution of a variety of events and announcements, upholding best practices in accessibility
 - Ability to write, prepare and post content to websites for both internal and external audiences
 - Ability to develop compelling collateral materials using a combination of visuals and strong writing
 - Ability to work effectively with social media platforms
 - Ability to analyze, problem-solve, mediate and mitigate difficult situations
 - Ability to work with a variety of partners and stakeholders, agencies and contractors
 - Ability to work independently and as a team player and provide team leadership on various projects
 - 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 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
