

**JOB DESCRIPTION**  
BCGEU

1. Position No. 81577, 81578	2. Descriptive Working Title Senior Communications Specialist, Community and Tenant Affairs		3. Present Classification AO 3
4. Department Community Affairs	5. Branch Communications	6. Proposed Classification	Date Jan 2019 Revised Nov 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 Specialist, Community and Tenant Affairs is responsible for developing and implementing a wide range of communications and community and tenant affairs strategies to support BC Housing's corporate priorities. He/she/they develop and implement communications and engagement strategies for major new construction, redevelopment and renovation initiatives; create and implement tenant communications strategies to support change management initiatives; and implement outreach initiatives to support BC Housing's role in developing, protecting and maintaining affordable housing in British Columbia. The incumbent also provides task direction, oversight and mentorship to Community and Tenant Affairs team members responsible for event logistics and material creation for community engagement initiatives, as required.

11. Duties:
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**1. PUBLIC ENGAGEMENT FOR MAJOR NEW CONSTRUCTION, REDEVELOPMENT AND RENOVATIONS**

- Develops and implements communication and public engagement initiatives for major new construction, redevelopment and renovation initiatives
- Works collaboratively with internal and external partners to identify and develop communications and engagement strategies and messaging to support upcoming new development initiatives
- Coordinates a range of community engagement strategies, including neighbourhood outreach, community dialogues, public information meetings, neighbourhood/stakeholder open houses
- Develops collateral materials for community engagement initiatives for new development projects
- Facilitates internal and external communications meetings to support new development initiatives and other projects as required
- Liaises with other teams to ensure communications strategies and messaging align for new development initiatives
- Provides onsite hosting as needed for community dialogues
- Provides communication support for new construction and redevelopment projects as they go through the development process (including supporting rezoning and public hearings)
- Evaluates and makes recommendations to the Manager on lessons learned and considerations to improve future community engagement initiatives
- Participates in communications planning, issues identification, community engagement considerations, public and stakeholder outreach to support successful outcomes
- Works with Social Media and Digital teams in the creation of online engagement materials for community engagement initiatives
- Ensures communications and engagement strategies meet municipal requirements
- Supports non-profit led projects by reviewing materials and providing strategic advice and mentorship as needed

- Reviews and provides strategic communications input into Executive Committee submissions
- Participates in new development project team meetings, as necessary

## **2. TENANT COMMUNICATIONS**

- Develops and implements tenant communications when major changes are occurring that may impact the tenants
- Leads on the development of tenant communication strategies
- Works collaboratively with Development & Asset Strategies and Regional Operations to develop strategies to keep tenants informed about how changes will impact them
- Identifies issues and coordinates messaging with the Media team
- Develops and/or reviews materials as necessary

## **3. PROGRAM OUTREACH & PROMOTIONS**

- Works collaboratively with internal and external partners to develop and implement stakeholder and community outreach strategies to support and promote key BC Housing priorities and initiatives
- Coordinates and implements educational outreach initiatives to local government and key stakeholders that support BC Housing priorities (e.g. municipal road shows)
- Develops collateral materials, including presentations, poster boards, and guidebooks
- Works with internal staff to support a variety of stakeholder outreach
- Provides strategic advice and support to other branches on community outreach initiatives
- Works collaboratively with other Communication teams to coordinate or support stakeholder outreach initiatives that align with other program promotions, as required

## **4. GENERAL SUPPORT**

- Provides vital support to the Manager and Community and Tenant Affairs team
- Liaises with the Executive Office to identify issues and ensure any correspondence relating to new development initiatives is consistent with public responses;
- Covers for the Community and Tenant Affairs team members when they are away

## **5. 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 degree or advanced diploma in communications, public engagement or other relevant discipline.

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

Or an equivalent combination of education, training, and experience acceptable to the employer.

5. Knowledge and Skills:
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**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, specifically in the public sector environment
  - Strong knowledge and understanding of public engagement best practices
  - 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 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 plan, coordinate and oversee the execution of a variety of events and announcements
  - 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

7. Occupational Certification
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