

1. Position No. 80834, 81126	2. Descriptive Working Title Senior Communications Specialist, Publications and Industry Engagement		3. Present Classification Administrative Officer III
4. BRANCH Communications	5. Department Publications and Industry Engagement	6. Work Location Telework Eligible	Date April 2021; Rev May 2022
7. Position No. of Supervisor 80830	8. Descriptive Work Title of Supervisor Manager, Publications and Industry Engagement		9. Classification of Supervisor Excluded Management
10. Job Summary:			

The Senior Communications Specialist, Publications and Industry Engagement is responsible for providing support for a wide range of communications activities. This includes communications planning, publications, stakeholder relations, home builder industry sponsorships, consumer awareness, and event planning to support BC Housing's research and education activities around residential construction in British Columbia. She/he/they produces a variety of communications materials and strategies for BC Housing's digital and social media platforms, and traditional media channels.

11. Duties:

Strategic Communications Support

- Works closely with and supports the Manager in the planning and development of internal and external communications strategies.
- Collaborates with internal and external partners to identify and develop communications that support programs and initiatives to improve the quality of residential construction and strengthen consumer protection for new homebuyers in keeping with BC Housing's mandate under the Homeowner Protection Act.
- Provides strategic communications support for communications planning, publications, stakeholder relations, home builder industry sponsorships, consumer awareness, and event planning to support BC Housing's research and education activities around residential construction in British Columbia.
- Works closely with Media Relations and Issues Management team to identify opportunities for supporting and enhancing media relations activities; prepares media releases or advertorial articles.
- Provides writing support for a variety of media, including speaking notes and messages from the Minister, internal articles, web-based and digital communications, news releases and backgrounders, questions and answers, presentation materials, and other writing projects as required.

Stakeholder Relations

- Provides communications support to profile the Research Centre and works with housing sector partners, industry and consumer groups to strengthen collaboration and opportunities for knowledge sharing.
- Increases awareness for programs and initiatives that enhance consumer protection for new home buyers and improve the quality of residential construction in BC.
- Supports stakeholder relations regarding BC Housing's participation in high profile programs and events, including industry award programs that encourage excellence in residential construction.
- Provides support for and coordinates sponsorship opportunities that support the work of the Research Centre and foster excellence in the housing sector, ensuring that all benefits outlined in agreements are delivered, and providing partners with logos, signage, handouts, etc.
- Provides communications support for the Building Excellence Research and Education Grants programs and other related programs, showcasing success stories with industry and consumer organizations, educational institutions etc.

Event Planning and Coordination

- Provides communications support for a variety of Research and Licensing & Consumer Services projects and events conducted in collaboration with industry and housing sector partners.
- Provides a high level of event support for the Building Smart educational seminar/webinar series; Building Knowledge forums and symposiums on a range of affordable housing and building science topics; industry programs that encourage excellence in residential construction; industry and consumer trade shows; conferences; exhibits; awards programs and speaking engagements.
- Liaises with internal and external partners to gather event information and coordinates all required logistics.
- Produces all required written materials, including news releases, backgrounders, questions and answers, speaking notes, event plans, invitations, agendas and coordinates required approvals of collateral as well as social media materials, through internal and external partners.

Knowledge Mobilization

- Provides a high level of support for the Research Centre web presence and online library, writing content and helping to maintain, post and promote a wide range of online resources as part of information sharing and knowledge mobilization in the sector.
- Updates applicable websites and ensures content is accurate and up-to-date; works closely with the web editor to post; develops new material in cooperation with staff; provides input on proposed navigation, content or design.
- Assists with editorial content and provides editing support for a variety of publications for the Research Centre and Licensing & Consumer Services, including: best practice guides, research reports, studies, bulletins, case studies, consumer guides, home warranty insurance booklets, residential construction performance guides, compliance updates, regulatory bulletins and videos.
- Assists in updating communications materials, including fact sheets, house notes, and other statistical/numerical information based on BC Housing Research Centre data.
- Coordinates the production, graphic design and distribution of a variety of internal and external resource materials.
- Coordinates a variety of online services, including: preparing and disseminating e-communications to Research Centre and Licensing & Consumer Services' subscribers requesting information on events, e-newsletters, online resources, publications and updates; creating and disseminating online surveys.

Social Media

- Plans and implements social media and digital strategies to support the work of the Research Centre and Licensing & Consumer Services branch.
- Works closely with the Social Media and Digital Marketing team to update social media channels including, but not limited to Twitter, YouTube, Facebook and LinkedIn, sharing knowledge via social media forums and digital platforms.
- Creates engaging content for BC Housing's social media channels, using a single, unifying tone and voice and social media presence; maintains an editorial calendar.
- Works closely with the Social Media and Digital Marketing team to track social media metrics and data and evaluates effectiveness of these channels and campaigns in supporting BC Housing's corporate objectives; makes recommendations to improve social media engagement and metrics; stays current on social media trends.
- Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

1. Position No. 80834, 81126	2. Descriptive Working Title Senior Communications Specialist – Publications and Industry Engagement	3. Present Classification Administrative Officer III
4. Education, Training and Experience:		

Advanced diploma in communications, public engagement or other relevant discipline.

Considerable progressive experience in strategic communications planning, event coordination, stakeholder relations , and publications.

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

5. Knowledge, Skills and Abilities	
------------------------------------	--

Core Competencies:

- Personal Effectiveness
 - Communication
 - Results Oriented
 - Teamwork
 - Service Oriented
-
- Considerable knowledge and understanding of the philosophy, theories and principles of communications, including as applicable in the public sector environment
 - Ability to learn about the Research Centre and the Licensing & Consumer Services programs and services and of related legislation and policies
 - Ability to work closely with internal and external stakeholders in planning and implementing communications strategies, provide strategic communications advice, and facilitate problem solving in achieving results
 - Strong event management and stakeholder relations skills and abilities
 - Ability as a strong writer and editor, including for digital platforms
 - Ability to work effectively with social media platforms (twitter, Facebook, Instagram etc.)
 - Ability to work efficiently with Microsoft Office tools (especially Excel, Word, PowerPoint and Outlook)
 - Ability to work with a high level of judgement, discretion and decision-making skills
 - 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 under tight deadlines and pressures, with scrupulous attention to details
 - Ability to handle confidential and sensitive information in an appropriate manner
 - Strong interpersonal skills, with ability to work independently and as a team player
 - Strong organizational and time-management skills
 - Good oral communications and presentation skills

6. Occupational Certification	
-------------------------------	--