



TITLE: COMMUNICATIONS MANAGER

CLASSIFICATION: CO24

MINISTRY: FOREST PRACTICES BOARD

WORK UNIT: COMMUNICATIONS

SUPERVISOR TITLE: EXECUTIVE DIRECTOR

SUPERVISOR POSITION #: 5666

JOB OVERVIEW

As the Senior Communications Officer, you manage the corporate communications program and activities for the Forest Practices Board. The Manager develops and implements standards for all Board publications, monitors and reports on the effectiveness of communications products and activities, and recommends changes and improvements to the executive and the Board. The position provides advisory services to the Board and executive on all aspects of communications, including strategic communications planning, media relations and issue management, digital communications and stakeholder relations to effectively communicate Board information to the public and stakeholders.

(Note: The Board is independent of Government Communications and Public Engagement, so the incumbent must function independently from central government communications specialists.)

ACCOUNTABILITIES

- **Strategic communications planning services:** Implements the communication priorities and objectives of the Board by developing an annual communications plan, coordinating and ensuring implementation and follow through. Provides strategic communications advice to executive and program staff. Develops and implements individual communications and outreach plans to support specific reports in order to maximize the distribution and awareness of Board work.
- **Editorial and writing services:** Ensures that quality control standards are maintained by providing editing services and plain language review of Board reports and publications. Prepares a variety of written communications materials and products including the annual report, news releases, brochures, letters to the editor, summary reports, newsletters, and content for the website and social media channels. Advises staff and Board members on effective communication of complex topics to stakeholders and the public.
- **Media relations and issue management services:** Coordinates media requests, identifies, analyses, and develops strategies to respond to issues, and provides general communications advice and support to the executive and the Board Chair. Recommends strategies/responses to deal with inquiries and concerns from media and the public and serves as the primary media contact for the Board. Researches and promotes media opportunities; fosters constructive relationships with media and Government Communications and Public Engagement, and undertakes daily media monitoring for mentions of the Board and/or issues relating to the Board's mandate.

- **Stakeholder relations services:** Develops outreach and communications strategies and materials to improve general awareness and understanding of the Board among the public, stakeholders, media, and Indigenous communities. Provides communications advice and support to the Board Chair and staff for presentations, speaking engagements, and other outreach events. Develops and implements strategies to improve and expand relations with external stakeholders. Plans and manages Board participation in stakeholder conferences, annual general meetings, and other outreach opportunities.
- **Digital and social media services:** Leads the implementation of website and social media strategies identified in the communication plan. Maintains a proactive digital and social media presence for the Board as a means of informing and engaging with the public and stakeholders.
- **Communications performance planning, implementation and review services:** Evaluates the effectiveness of communications plans and activities using Google analytics, social media analytics, media monitoring, and makes changes or adjustments as needed.
- **Budget and contract management services:** Participates as a member of the management team to support budget development and implementation for communications activities and products. Assesses the needs for contracted communications services, prepares, tenders, negotiates and awards contracts, and monitors and evaluates contracted services.
- **Supervising staff:** Supervises staff including assignment of work, development and evaluation of annual work plans and evaluates staff performance plans.

JOB REQUIREMENTS

Education and Experience:

- Bachelor's degree in a related field (Communications, Journalism, English, Public Relations) **OR**
- An equivalent combination of education and experience may be considered**
- A minimum of three years of experience in each of the following:
 - Professional experience in communications, public relations, media relations, journalism or a related field;
 - Program or project management experience in a communications role, including planning, implementing, monitoring and evaluating success of communications activities;
 - Experience and ability to prepare and draft a variety of communication materials including corporate communications plans, annual reports, communications and media relations strategies, reports and presentation materials.

***An equivalent combination would be a diploma, certificate or post-secondary education in Communications, Journalism, English, or Public Relations and at least 5 years of experience in the above areas.*

Knowledge, Skills and Abilities

- Excellent written and oral communication skills to clearly communicate complex messages to a diverse group of stakeholders in a concise manner using plain language
- Proven ability to work in a team-based environment while managing multiple projects simultaneously within required deadlines.
- Knowledge of computer applications including Microsoft Office and Adobe Creative Suite, and website and social media platforms including WordPress, Twitter, and Facebook.
- Ability to exercise a high level of tact, diplomacy, and sound judgement in dealing with government and stakeholder organizations.

Preference may be given to candidates with the following:

- Experience with high profile organizations/issues
- Experience with natural resource management issues in BC.

FPB CORE BEHAVIOURAL COMPETENCIES

- **Accountability** - Takes responsibility for outcomes (positive or negative) of one's work; admits mistakes, takes ownership and refocuses efforts when appropriate; takes responsibility for commitments to deliver results. Holds others accountable for maintaining a high standard of performance.
- **Ethics & Integrity** - Maintains a commitment to honesty; communicates intentions, ideas and feelings openly and directly and welcomes openness and honesty even in difficult situations. Represents information and data accurately and completely. Maintains confidentiality.
- **Leading/Living the Vision and Values** - Keeps the organization's vision and values at the forefront of decision-making and action. Communicates the importance of the vision and values to others as key to maintaining a positive and energized culture. Moves others to action by translating the vision and values into day-to-day activities and behaviours. Guides and motivates others to take actions that support values and vision.
- **Solution and Results Orientation** - Maintains a focus on the organization's strategic goals while driving for results and paving the way to success. While effectively and efficiently maximizing the use of resources, strives to continuously move the organization forward. Despite adversity, persists in advancing initiatives by creating and negotiating alternate solutions as appropriate. Without sacrificing FPB values, focuses on attaining results.
- **Cultural Agility** - Cultural agility is the ability to work respectfully, knowledgeably and effectively with Indigenous people. It is noticing and readily adapting to cultural uniqueness in order to create a sense of safety for all. It is openness to unfamiliar experiences, transforming feelings of nervousness or anxiety into curiosity and appreciation. It is examining one's own culture and worldview and the culture of the BC Public Service, and to notice their commonalities and distinctions with Indigenous cultures and worldviews. It is recognition of the ways that personal and professional values may conflict or align with those of Indigenous people. It is the capacity to relate to or allow for differing cultural perspectives and being willing to experience a personal shift in perspective.

POSITION SPECIFIC BEHAVIOURAL COMPETENCIES

- **Communicating Effectively** - Conveying information and ideas in a clear, meaningful and timely manner; providing information through a variety of media in a manner that engages people in the interaction; solicits input from the audience during communication. Listens, understands and responds to people from diverse backgrounds.
- **Strategic Focus** - Identifies key issues and relationships that impact the achievement of long-range goals and vision. Links long-range vision and concepts to daily work ranging from a simple understanding to a sophisticated awareness of the impact of the world at large on strategies and alternatives.
- **Creativity and Initiative** - Identifies problems/obstacles or opportunities and proactively takes action and/or takes calculated risks to create/identify and implement solutions.
- **Relationship Building** - Works to build and maintain ethical relationships or networks or contacts with people who are, or may potentially be helpful in achieving work-related goals and establishing strategic advantages.
- **Contribution to team success** - Treats others with dignity and respect and values their contributions. Demonstrates a spirit of pride and trust in the team. Has the desire and ability to understand and respond effectively to other people from diverse backgrounds and with diverse views.