



TITLE: COMMUNICATIONS SPECIALIST

CLASSIFICATION: COMMUNICATIONS OFFICER R21

MINISTRY: ISLANDS TRUST,
MINISTRY OF MUNICIPAL AFFAIRS AND HOUSING

WORK UNIT: TRUST AREA SERVICES
VICTORIA, BC

SUPERVISOR TITLE: DIRECTOR, TRUST AREA SERVICES

SUPERVISOR POSITION #: 00036525

PROGRAM

Located in Coast Salish territory, the Islands Trust is a special purpose government responsible for protecting the unique amenities and environment of 13 major gulf islands and more than 450 smaller islands and surrounding waters in the southern Strait of Georgia and Howe Sound. Created by the Province via the *Islands Trust Act*, Islands Trust plans and regulates local land use, cooperates with other levels of government and First Nations on key environmental issues impacting the area, and protects land through the Islands Trust Conservancy.

JOB OVERVIEW

The Communications Specialist develops, coordinates, delivers and evaluates corporate communications and public relations strategies that advance the provincial object of the Islands Trust, the goals and policies of the Islands Trust Policy Statement, the Islands Trust Council's Strategic Plan and the land use planning authority of Local Trust Committees. In order to provide time-sensitive advice to elected officials and staff on high-profile issues, the Communications Specialist stays current with emerging issues affecting residents, property owners, staff and elected officials of the Islands Trust Area. The Communications Specialist also manages projects involving all departments of the Islands Trust such as the annual report.

ACCOUNTABILITIES

Under the supervision of the Director of Trust Area Services, the Communications Specialist acquires and maintains an understanding of communication needs and approaches of internal and external stakeholders while developing guidelines, strategies, displays, graphics, publications, photos, video, social media and web content in support of the following departments:

TRUST COUNCIL (APPROXIMATELY 50% OF WORKLOAD)

- Implement Trust Council's communications policy and recommend amendments.
- Recommend, design, coordinate and implement formal and informal public consultation processes, such as designing surveys or drafting education materials for the annual budget process.
- Recommend communications strategies to senior management for their reports to Trust Council and designated spokespersons for a range of print, web-based and video tools.
- Support the Executive Committee's delivery of its public relations responsibilities by recommending a communications plans and drafting content (e.g. news releases, web pages, letters to the editor, FAQ's, speaking points for interviews, and social media) and by coordinating approval and distribution of news releases.

Date: November 1, 2022

- Manage the Annual Report process in cooperation with all departments, including drafting or editing all sections and producing the final publication in print and digital versions
- Monitor use of the Islands Trust brand through implementation of the Visual Identity Guide.
- Manages the website and works with support staff and technical consultants on feature re-designs
- Liaise with the Islands Trust Conservancy staff to coordinate Islands Trust communications activities and messages.

LOCAL TRUST COMMITTEES AND BYLAW ENFORCEMENT (APPROXIMATELY 25% OF WORKLOAD)

- Recommend communications strategies to senior management, local planning and bylaw enforcement staff, including guidelines and checklists for a range of print, web-based and video tools.
- Increase transparency of decision-making by providing recommendations on formal and informal public consultation processes including social media tools and surveys.
- Draft FAQ's, speaking points, web page content, publications and news releases, including coordination of approval and distribution of news releases.
- Manage contractors to produce a range of print, web-based and video tools.
- Review external communications (e.g. publications, displays, social media and e-mails to subscribers) for consistency with Islands Trust messaging and quality standards, including website content.
- Review trustee newsletters, public surveys and other products as time allows.

OPERATIONS (APPROXIMATELY 25% OF WORKLOAD)

- Maintain a working understanding of the Islands Trust's operations, policies and programs.
- Advise project managers and spokespeople how to maintain a positive public image while delivering the Islands Trust's services and projects.
- Maintain media contact list and foster positive relations with news media to achieve timely and accurate news coverage.
- Provide project management of Islands Trust website and facilitate successful partnerships with Information Systems and contractors to ensure the visual identity guide and communications plans are implemented properly.
- Track current, emerging and contentious issues relevant to Islands Trust mandate through media (print and web) monitoring and cataloguing, and convey relevant news to staff and trustees.
- Draft talking points, FAQ's, letters to the editor, news releases, correspondence, web pages, publications, presentation and displays.
- Coordinate and/or implement internal staff communications initiatives.
- Develop and implement a social media strategy that is consistent with the organization's visual identity guide and communications strategies and plans.
- Develop, update and implement communications policy, guidelines, strategies and plans, including training and coaching of staff and trustees.
- Identify resource and budget requirements for new communications initiatives or projects.
- Act as official photographer as required and manage an image library for all staff.
- Evaluate outcomes of communications projects as required.
- Assist the Director, Trust Area Services and the Chief Administrative Officer as necessary on other Islands Trust initiatives.

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SELECTION CRITERIA

EDUCATION, TRAINING AND EXPERIENCE: Requirements

- Bachelor's Degree or higher in English, Journalism, Communications, or Public Relations; OR
- Diploma in English, Journalism, Communications, or Public Relations; OR
- Certificate in English, Journalism, Communications, or Public Relations; OR
- An equivalent combination of education and experience may be considered
- Three years of related experience in one or more of the following. Preference may be given to applicants with four or more years experience:
 - managing complex or controversial public policy issues
 - designing public engagement strategies
 - creating professional communications materials,
 - liaising with news media
- Experience using inter-personal, oral, written and web-based communications, using plain language.

Preference may be given to candidates with any of the following experience:

- Experience delivering public relations, corporate communications or media relations for a public body.
- Experience writing and editing in plain language under tight deadlines.
- Experience using design and office software to create attractive and informative publications including formatting of webpages, presentation slides, tables, graphs and images.
- Experience working with content management systems.
- Experience using inter-personal, oral, written and web-based communications, using plain language.
- Experience designing and developing websites.

KNOWLEDGE, SKILLS AND ABILITIES:

- Ability to coach others.
- Ability to manage communications and public engagement projects involving multiple audiences and stakeholders (e.g. citizens, staff, elected officials and contractors) using multiple methods including social media.
- Knowledge of social, environmental, political, economic, and land use planning issues relevant to the Islands Trust Area and its residents.
- Knowledge of website development principles and practices
- Ability to prepare professional communications strategies, briefing notes and official correspondence, often on short notice, in order to maximize public awareness and understanding.
- Demonstrated ability to quickly identify and analyze implications for the Islands Trust's reputation and operations as the basis for recommending options and responses to senior staff.
- Demonstrated ability to use initiative to respond appropriately to unanticipated issues with creative and innovative solutions using strong business and political acumen.

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- Demonstrated ability to use tact, diplomacy, judgment and discretion to communicate effectively and maintain productive relationships with elected officials, staff, the public and the media in a way that enhances the employer's reputation.
- Demonstrated ability to manage contractors and ensure deliverables are met.
- Demonstrated ability to assess and make recommendations about the effectiveness of current and emerging social media platforms and to develop and implement effective social media outreach projects.

PROVISOS

- Occasional overnight travel to conferences or meetings within BC.
- Possession and maintenance of a Class 5 BC Drivers' License.

BEHAVIOURAL COMPETENCIES

- **Concern for Image Impact** is an awareness of how one's self, one's role and the organization are seen by others. The highest level of this competency involves an awareness of, and preference for, respect for the organization by the community.
- **Planning, Organizing and Coordinating** involves proactively planning, establishing priorities and allocating resources. It is expressed by developing and implementing increasingly complex plans. It also involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate.
- **Service Orientation** implies a desire to identify and serve customers/clients, who may include the public, co-workers, other branches/divisions, other ministries/agencies, other government organizations, and non-government organizations. It means focusing one's efforts on discovering and meeting the needs of the customer/client.
- **Sustained learning and development** means continually increasing your ability to build and maintain respectful and effective relationships with Indigenous peoples. Central to this competency is appreciating that there are many other cultural understandings of knowledge and ways of working that have legitimacy and deserve respect—and therefore require our continual learning and development, including direct exposure to cultural and community ways. It includes an eagerness to continually reflect upon and assess your own level of cultural agility and competence, self-awareness and expertise. It means being willing to learn in new and different ways and appreciating how diverse ways of thinking and acting can ensure the success of the BC Public Service in supporting Indigenous self-determination.
- **Teamwork and Co-operation** is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.
- **Self-discovery and Awareness** means understanding one's thoughts, feelings, values and background and how they impact the success of the interaction and relationship, or how they may influence one's work. It is recognizing one's own biases by tracing them to their origins, through reflection and by noticing one's own behaviour—and then intentionally seeking a way forward that positively impacts the interaction and relationship. It means maintaining new ways of thinking and acting when situations become difficult or uncertain, or in times of urgency.