JOB PROFILE
Current Position #146185

TITLE:	**COMMUNICATIONS AND PUBLIC ENGAGEMENT TEAM LEAD**	**CLASSIFICATION:**	BAND 2 (PENDING EXCLUSION REVIEW)
MINISTRY:	ISLANDS TRUST, MINISTRY OF HOUSING & MUNICIPAL AFFAIRS	**WORK UNIT:**	TRUST AREA SERVICES
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 more than 450 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, coordinates with other level of government and First Nations on key issues impacting the area, and protects land through the Islands Trust Conservancy.

JOB OVERVIEW

The Communications and Public Engagement Team Lead will play a key role in defining and delivering public engagement and communications activities to advance the priorities and work of Islands Trust Council, Islands Trust Conservancy and local trust committees. This position leads a team of communications and engagement specialists and provides advice and support for all communications and engagement activities across the Islands Trust. This role is multi-faceted, helping to support public-facing communications through digital, media and print, and to give the public access to meaningful opportunities to have their voices heard in the decision-making process. To be successful in this work, the Engagement and Communications Team Lead will combine strong relevant experience and skills, a current awareness and understanding of issues and audiences in the communities Islands Trust serves, and a strategic mindset to inform effective advice to senior staff and elected officials.

KEY ACCOUNTABILITIES

- Leading the day-to-day operations of the Communications and Engagement team, this role directs the execution of communications and engagement strategies that connect to the organization's mandate and goals and build public, partner and community understanding of, and confidence in, Islands Trust.
- Provide effective strategic engagement and communications advice to the Chief Administrative Officer (CAO), senior staff and elected officials that supports organizational priorities and enhances the reputation of the Islands Trust, including the Islands Trust Conservancy.
- Lead the development of the annual communications plan and engagement plan for Islands Trust Council and Islands Trust Conservancy to help advance strategic priorities and support delivery of high-profile projects, with a focus on using analytics and metrics to assess and improve performance.
- Lead the development and implementation of a public engagement framework and related policies to provide a more consistent and effective approach to public engagement on diverse projects that enables greater transparency and more effective decision-making.
- Lead and deliver public engagement plans and activities, including public events, surveys and related tactics.

- Work collaboratively with all staff to ensure Islands Trust's communications, branding and engagement standards and policies are consistently applied.
- Oversee the writing, design and production of print and digital communications content and materials to ensure accuracy, consistency of messaging, and alignment with strategic goals and priorities.
- Build and maintain positive relationships with media outlets and other external partners to support communications objectives.
- Support the CAO and leadership team to deliver effective internal communications.
- Other duties as requested by the Director, Trust Area Services.

SELECTION CRITERIA

Education and Experience Requirements

- Post-secondary degree, diploma or certificate in Communications, Public Relations or a related discipline.
- Minimum three years of experience leading and delivering strategic communications planning and tactics for diverse audiences.
- Minimum three years of experience leading complex issues management in a public sector context.
- Minimum three years of experience providing communications advice and expertise to the senior leadership of an organization.
- Demonstrated experience working in public engagement or certification by International Association of Public Participation or related training/accreditation.
- Valid BC Class 5 Driver's Licence (or equivalent).

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

- Supervisory experience in a unionized public sector employment environment.
- Experience working in a BC municipal government organization.
- Experience working with Indigenous organizations and/or communities.

PROVISOS

- Some overnight travel is a requirement of this position.
- Criminal Record Check is required.
- Meet safety standards of WorkSafe BC.

Knowledge, Skills and Abilities

- Knowledge of social, environmental, political, economic, and land use planning issues relevant to the Islands Trust Area and its residents.
- Knowledge of effective digital communications practices and tools, including website development.
- Exceptional oral and written communications skills.
- Exceptional diplomacy, tact, and communication skills.
- Strong supervisory skills with a focus on building strong staff engagement and a collaborative working environment.
- Ability to prepare professional communications strategies, briefing notes and official correspondence, often on short notice, in order to maximize public awareness and understanding.

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- Contract management and project management skills with the ability to manage multiple projects with diverse objectives and deadlines.
- Significant attention to detail, ability to identify emerging issues and prioritize appropriately to meet deliverables, outcomes and deadlines.
- Demonstrated ability to quickly identify and analyse implications for the Islands Trust's reputation and operations as the basis for recommending options and responses to senior staff and Islands Trust bodies.
- Demonstrated ability to use initiative to respond appropriately to unanticipated issues with creative and innovative solutions using strong business and political acumen.
- Ability to work independently under pressure with minimal supervision.
- Demonstrated sensitivity to political issues and impacts.
- Ability to establish and maintain constructive working relationships with a wide range of public officials and managers, and general public.

BEHAVIOURAL COMPETENCIES

Fostering Trust involves knowledge and skills to build and sustain trust in an organization and between the leader and his/her colleagues, through integrity, concern for others and consistent behaviour, following through on commitments and open communications.

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.

Problem Solving/Judgement is the ability to analyze problems systematically, organize information, identify key factors, identify underlying causes and generate solutions.

Improving Operations is the ability and motivation to apply one's knowledge and past experience for improving upon current modes of operation within the Islands Trust. This behaviour ranges from adapting widely used approaches to developing entirely new value-added solutions.

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.

INDIGENOUS COMPETENCIES

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.

Strategic Orientation is the ability to link the long-range vision of Indigenous self-determination to daily work, ranging from a simple understanding to a sophisticated awareness of the full impact of thinking and actions. It is the ability to think and operate broadly, with the goal of sustainability, to further the goals of Indigenous peoples in a way that

meets the collective public interest. This also means taking responsibility to collaboratively design and implement steps to redress past harms and set frameworks in place to prevent their recurrence.

Change Leadership is championing the achievement of intended, real change that meets the enduring vision of Indigenous self-determination in British Columbia. It involves collaboratively developing and implementing ideas to achieve positive change from anywhere in the BC Public Service. The change leader learns from other leaders and elders, models the vision, and encourages members of the public service to commit to and champion the vision. The change leader inspires others into new ways of thinking and doing business. The change leader routinely energizes the change process and removes barriers to change.