

	Title: Manager of Communications and Public Engagement	<i>Date:</i> September 2024
	<i>Department:</i> Administration	<i>Revised:</i>
	<i>Classification:</i> Exempt	

Nature and Scope of Work

Reporting to the Chief Administrative Officer, the Manager of Communications and Public Engagement will lead a team of communication professionals in delivering public engagement, digital communications, internal communications, media relations, issues management, crisis communications and marketing campaigns. This position supports effective City decision-making by ensuring appropriate public engagement strategies and techniques are deployed based on the City’s vision and strategic direction.

The Manager of Communications and Public Engagement needs to be highly organized and politically astute, with a proven ability to manage multiple emerging priorities with concurrent projects and deadlines, and with a high capacity for adaptability in a dynamic and vibrant environment. The Manager of Communications and Public Engagement will identify target audiences, potential issues, budget constraints, competing organizational priorities, and appropriate communications tools and techniques for each project and overall operational responsibilities.

The Manager of Communications and Public Engagement leads and motivates staff to perform at an elevated level so as to deliver on a wide variety of projects and service mandates.

Illustrative Examples of Responsibilities

- Provides advice and guidance to elected officials and senior management on communications and community relations issues affecting the organization and the community.
- Develops, implements and manages a civic engagement program supporting public outreach for all departments within the City. Provides best practices leadership, direction and supervision in the development and execution of engagement programs in support of the City’s major initiatives.
- Writes strategic communications plans for City initiatives and special projects to meet communication and engagement objectives, including public awareness and highlighting the work of Council and City projects in the community. Works with other City departments to evaluate and recommend

communication strategies to maximize reach and value. Considers new systems and processes for the coordination and distribution of messaging in all formats.

- Provides strategic communications and issues management advice to Council and senior management.
- Develops, builds and maintains successful and strategic relationships and understanding of key employees, business partners, stakeholders and volunteers. The work will be accomplished through direct advice and collaboration with Mayor and Council, City departments, schools, community groups, businesses and residents.
- Acts as a media liaison for the City as needed and directed, with the Mayor and CAO as the primary spokespersons. Acts as media spokesperson when required. Develops and maintains a media relations program for the organization.
- Provides support in the coordination and implementation of communication plans for all municipal corporate events.
- Supports internal staff with writing, editing, producing, and disseminating a wide variety of publicity and informational materials such as brochures, pamphlets, speeches, articles, displays, videos, advertising and marketing materials.
- Conducts research and analysis and evaluates communications and engagement projects.
- Oversees and provides content management for website, social media and all other online communication vehicles.
- Directs the work of consultants hired on a contract basis for special projects.
- Requests quotes for printing, graphic design, website updates, ad contracts, branding updates and other production requirements and makes recommendations.
- Manages the communications budget; advises on costs for communication projects; assists with budget development for communications and engagement requirements and tracks spending for these areas.
- Liaises with and makes presentations to the public, external agencies, community groups, advisory committees, Council and city staff related to community engagement and communication issues and initiatives, and addresses issues, answers questions and provides feedback as required.
- Attends and presents information at Council Meetings as required.
- Recommends the development, establishment and maintenance of policies and operating procedures related to the section of the department and recommends improvements to the City's standards, policies and procedures as related to communications and community engagement.
- Participates on various committees and task forces to represent the City's interest and to gather input to planning decisions.
- Ensures the optimum utilization of staff through their selection, training, development and motivation and provides leadership, guidance and management direction to employees by planning, assigning and supervising

work. Has input into matters related to discipline and termination of employees within their work group.

- Plans, assigns, supervises and checks the work of subordinate staff engaged in providing services to the department.
- Performs related work as required.

Required Knowledge, Abilities and Skills

- Advanced knowledge of the principles, practices and techniques of strategic communications and public engagement, including corporate communications, internal communications, media relations, issues management, marketing and branding, website maintenance, and digital media.
- Strong knowledge of the municipal government, as well as strong familiarity with the political and administrative functioning of other orders of government.
- Knowledge of online communication tools, social media and technological advances in communication vehicles.
- Expert skills in developing messages for a variety of audiences; telling the City's story through visual and digital media.
- Expert written and verbal communication skills with ability to prepare and deliver media materials, reports and presentations.
- Strong interpersonal and relationship building skills with a demonstrated track record of the ability to create, nurture, and sustain positive internal and external relationships.
- Advanced skills in people management practices for direct reports, capable of creating and sustaining a respectful and productive work environment that inspires teamwork, creativity, enthusiasm and positive results. Ability to lead, motivate, coach and develop staff in a unionized environment.
- Strong political acumen and critical thinking skills with the ability to adapt to political priorities and anticipate emerging issues.
- Strong organizational skills supported by the ability to problem-solve and manage integrated communications strategies and plans.
- Strong ability to pivot quickly and adapt to responding to emerging issues and needs in a time sensitive manner.

Desirable Training and Experience

- Bachelor's Degree from recognized University in Communications, Journalism, Public Relations or another directly related discipline or an equivalent combination of training and experience
- Five years of experience in a senior communications role, preferably within a municipality or similar environment with a minimum of three years management experience in a professional capacity including supervisory experience, preferable in a unionized environment.

- Experience within a municipal or other public sector setting is preferred, with a balanced blend of technical and corporate expertise complemented by superior written and communications skills
- Extensive project management experience.

Required Licenses, Certificates and Registrations

- Class 5 Driver's License for the Province of British Columbia.