

JOB DESCRIPTION

BCGEU

1. Position No. Various Positions	2. Descriptive Working Title Senior Communications Advisor, Community and Tenant Affairs		3. Present Classification AO 4
4. Branch Communications and Public Affairs	5. Department Community & Stakeholder Engagement	6. Work Location Hybrid – Site Central	Date May 2020 Revised Sep 2022; Oct 2023
7. Position No. of Supervisor 12153	8. Descriptive Work Title of Supervisor Manager, Community and Tenant Affairs		9. Classification of Supervisor Excluded Management
10. Job Summary:			

Reporting to the Manager, Community and Tenant Affairs, the Senior Communications Advisor, Community and Tenant Affairs is responsible for developing and implementing a wide range of communications strategies for tenant and community engagement to support BC Housing's corporate priorities. As lead on community and tenant affairs for BC Housing, key responsibilities include providing consultation and support to BC Housing's Executive and senior leadership on addressing emerging community acceptance issues; developing and implementing tenant and community engagement strategies for major redevelopments, renovation and new construction projects; and developing provincial and regional communications strategies for major initiatives to foster community and/or tenant support. He/She/They collaborates with the Communications and Public Affairs team, Development & Asset Management, and Operations to facilitate strong working relations with housing sector partners, local governments, health authorities and other community stakeholders.

11. Duties	<p>Focus of duties may vary depending on project assigned</p> <ol style="list-style-type: none"> 1. Works collaboratively with the Manager to identify emerging community acceptance issues, evaluate existing engagement efforts, and bring forward new and innovative engagement approaches in order to develop recommendations to improve future community engagement efforts. 2. Leads the development and implementation of community and tenant engagement strategies for major new construction, redevelopment and renovation initiatives to keep tenants, community members, and partners informed about how changes will impact them and to solicit their input. 3. Works with internal and external partners to develop and implement community engagement strategies, including complex, high-contentious and/or multi-site new construction projects. 4. Supports the Manager in executing training initiatives to support BC Housing staff who participate in community engagement initiatives, with a focus on providing techniques with managing difficult and/or contentious conversations when encountering community opposition. 5. Develops communication and engagement plans for major initiatives to foster community and/or tenant support, including developing messaging for new initiatives and wide range of supporting collateral materials. 6. Provides strategic advice and support for homelessness services societies and housing providers in their community and tenant engagement efforts as needed, including working in collaboration with the Manager to develop new resources and training initiatives. 7. Facilitates engagement initiatives, including hosting open houses, small group dialogues and other engagement initiatives as needed. 8. Works in collaboration with our internal and external partners to identify positive storytelling opportunities for the Media and Digital teams. 9. Supports the Executive Committee reporting process, including providing analysis for reports in the drafting stage and providing advice to the VP for discussion at ExCom meetings 10. Maintains a solid knowledge and understanding of BC Housing's operations and understanding of the development process; develops and maintains contacts within the industry and liaises with various associations, professional and other organizations to remain current in the field. 11. Coordinates the production, inventory and distribution of a variety of internal and external materials and publications, working with service providers and fulfillment firms as required. Coordinates advertising, including
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identifying opportunities for ads/advertorials, booking ads with media partners, liaising with graphic designer, and submitting final artwork to meet material deadlines.

12. Participates in communications planning, issues identification, and community engagement considerations to support successful outcomes.

Performs other related duties that do not affect the nature of the job, including participating on project task teams or assisting with special assignments.

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4. Education, Training, and Experience		

Bachelor's degree in communications, public engagement or other relevant discipline.

Extensive experience in the communications field in areas of community relations, public engagement, strategic communications planning, issues management, and event planning and execution.

Considerable experience working with marginalized or underserved communities and with vulnerable and multi-barriered clients.

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
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- Considerable knowledge and understanding of the philosophy, theories and principles of communications
 - Considerable knowledge and understanding of public engagement best practices
 - Considerable knowledge and understanding of current social issues facing tenant populations
 - Sound knowledge and understanding of media relations and public affairs
 - Proficient in the use of MS Office applications (Excel, Word, PowerPoint and Outlook)
 - Strong verbal, writing, editing, and presentation skills
 - Strong interpersonal, organizational and time-management skills
 - Ability to apply principles of equity, diversity and inclusion in decision-making
 - Ability to work closely with internal and external partners and stakeholders in planning and implementing community engagement strategies, provide strategic communications advice, and facilitate problem solving in achieving results
 - Ability to facilitate a wide range of community engagement strategies.
 - Ability to plan, coordinate and oversee the execution of a variety of events and announcements, upholding best practices in accessibility
 - Ability to write, prepare and post content to websites for both internal and external audiences
 - Ability to develop compelling collateral materials using a combination of visuals and strong writing
 - Ability to work effectively with social media platforms
 - 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 independently and as a team player and provide team leadership on various projects
 - Ability to work under tight deadlines and pressures, with scrupulous attention to details
 - Ability to handle confidential and sensitive information in an appropriate manner while displaying a high degree of judgement, discretion and decision-making ability
 - Ability to travel on Commission business and work evenings and weekends as required
 - Valid BC Driver's License and must meet requirements to qualify for rental car insurance, or willingness to obtain

6. Occupational Certification
