

JOB DESCRIPTION
BCGEU

1. Position No. 81182, 81578, 81764, 81809	2. Descriptive Working Title Senior Communications Specialist, Community and Tenant Affairs		3. Present Classification AO 3
4. Branch Community Affairs	5. Department Communications	6. Work Location Hybrid – Site Central	Date Jan 2019 Revised Nov 2020; May 2022
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:			

The Senior Communications Specialist, Community and Tenant Affairs is responsible for developing and implementing a wide range of strategies to inform and engage our communities and tenants in support of BC Housing’s corporate priorities. He/she/they develop and implement communications and engagement strategies for major new construction, redevelopment and renovation initiatives; create and implement tenant communications strategies to support change management initiatives; and implement outreach initiatives to support BC Housing’s role in developing, protecting and maintaining affordable housing in British Columbia. The incumbent also provides task direction, oversight and mentorship to Community and Tenant Affairs team members responsible for event logistics and material creation for community engagement initiatives, as required.

11. Duties:	
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1. PUBLIC ENGAGEMENT FOR MAJOR NEW CONSTRUCTION, REDEVELOPMENT AND RENOVATIONS

- Works in collaboration with internal and external partners to develop and implement communication and public engagement initiatives for major new construction, redevelopment and renovation initiatives
- Develops and executes a range of engagement strategies to foster community inclusion and mitigate issues for affordable and supportive housing, including neighbourhood and stakeholder outreach, community dialogues, public information meetings, and in-person and/or virtual neighbourhood/stakeholder open houses
- Develops collateral materials and leads event logistics for community engagement initiatives
- Facilitates internal and external communications and stakeholder meetings to support new development initiatives and other projects as required
- Liaises with other Communication teams to ensure communications strategies and messaging align for new development initiatives as well as to collaborate on social media and website support needed for community engagement initiatives
- Provides communication support for new construction and redevelopment projects throughout the development process and ensures projects meet communication and engagement requirements as they go through municipal approval processes such as rezoning and public hearings
- Supports non-profit led projects by reviewing materials and providing strategic advice and mentorship as needed
- Evaluates and makes recommendations to the Manager on lessons learned and considerations to improve future community engagement initiatives
- Participates in communications planning, issues identification, community engagement considerations, public and stakeholder outreach to support successful outcomes
- Reviews and provides strategic communications input into Executive Committee submissions
- Participates in new development project team meetings, as necessary

2. TENANT COMMUNICATIONS

- Works collaboratively with our Development and Regional Operations teams to develop and implement communication strategies to inform and engage tenants on major changes that will impact them
- Leads the development of tenant communication and engagement strategies
- Identifies issues and coordinates messaging with the Media team
- Develops and/or reviews materials as necessary

3. PROGRAM OUTREACH & PROMOTIONS

- Works collaboratively with internal and external partners to develop and implement stakeholder and community outreach strategies to support and promote key BC Housing priorities and initiatives
- Coordinates and implements educational outreach initiatives to local government and key stakeholders that support BC Housing priorities (e.g. municipal road shows)
- Develops collateral materials, including presentations, poster boards, and guidebooks
- Works with internal staff to support a variety of stakeholder outreach
- Provides strategic advice and support to other branches on community outreach initiatives
- Works collaboratively with other Communication teams to coordinate or support stakeholder outreach initiatives that align with other program promotions, as required

4. GENERAL SUPPORT

- Provides vital support to the Manager and Community and Tenant Affairs team
- Liaises with the Executive Office to identify issues and ensure any correspondence relating to new development initiatives is consistent with public responses;
- Covers for the Community and Tenant Affairs team members when they are away

5. Performs other 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		

Diploma in communications, public engagement or other relevant discipline.

Considerable progressive experience in communications in the field of community relations, public engagement, strategic communications planning, issues management, and event planning and execution, in a public sector environment.

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, specifically in the public sector environment
 - Considerable knowledge and understanding of public engagement best practices
 - 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 work closely with internal/ external partners and stakeholders in planning and implementing community engagement strategies, provide strategic communications advice, and facilitate problem solving in achieving results
 - Ability to plan, coordinate and oversee the execution of a variety of events and announcements
 - 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

6. Occupational Certification

Criminal Record Check Required