



**Job Profile:**

**Director, Communications and Engagement**

<b>Classification:</b>	<b>Band 4</b>	<b>Position:</b>	<b>00118632</b>
<b>Reports to:</b>	Deputy Ombudsperson, Strategic Outreach, and Inclusion	<b>Location:</b>	Victoria
<b>Organization:</b>	Office of the Ombudsperson BC		

**Job Overview:**

Reporting to the Deputy Ombudsperson, Strategic Outreach and Inclusion, the Director, Communications and Engagement is responsible for: strategic external and internal communications planning, execution and evaluation; brand, web and social media management; media relations and issues management; public outreach and engagement; and staff and contractor supervision and management.

**Accountabilities:**

- Leads the development, execution and ongoing monitoring and evaluation of the office’s strategic external and internal communications and engagement (public and staff) strategic plans in alignment with the Ombudsperson’s institutional strategic plan, vision, mandate and commitments to reconciliation, diversity, equity, inclusion (DEI) and accessibility.
- Leads and directs the office’s response to emerging issues and provides authoritative advice on issues and risk management strategies and responses integrating reconciliation, accessibility and DEI considerations, as the principal communications and media contact for the Office of the Ombudsperson. Serves as the primary spokesperson when a direct statement from the Ombudsperson is unavailable.
- Leads development of all external materials for the Ombudsperson including public remarks and speeches, news releases, backgrounders, Q and As, briefing notes, and key messaging for legislative committee appearances and other public events ensuring alignment with legislation and good practices related reconciliation, accessibility and anti-racism.
- Directs the development and implementation of the organization’s brand, web content strategy and social media presence to enhance information sharing and collection, including overseeing communications systems, processes, tools, and services to connect public bodies, members of the public, the media, and Ombudsperson staff to the Office’s vision, goals, commitments (as noted above) and initiatives.
- Oversees the development, implementation and continuous improvement of a responsive and accessible internal communications and engagement plan, including related communications policies and procedures and internal communications platforms (e.g. intranet), that ensure office staff have ready access to accurate and current information and optimized communication flows for interdisciplinary collaboration.
- Oversees and leads planning, copy-editing, design and publishing of all publications and reports, in collaboration with the Director, Public Reporting, digital, and web-based products for internal and external distribution, ensuring alignment with the office’s style guide and compliance with accessibility standards and leading practices.

- Provides expert communications guidance to senior management related to the office's planning processes and associated communications (e.g., business planning, annual budget submission, business continuity).
- Leads the identification, planning, prioritization and engagement approach for building respectful relationships with public sector and community counterparts including community-serving organizations, core government counterparts, media, other provincial and national independent offices, and authorities within the Office's jurisdiction, in collaboration with the office's Indigenous Initiatives and Public Authority and Consultation Training teams.
- Oversees the planning, delivery and evaluation of public facing events, ensures resourcing, venues and contracted services are coordinated and deployed effectively and efficiently.
- Plans and coordinates procurement of contracted services in accordance with approved budget; negotiates service agreements and oversees performance ensuring services meet contract specifications.
- In alignment with the office's commitments (as noted above), supervises staff, including assignment of work, development and evaluation of performance plans, approval of leave, and, as required, initiation of disciplinary processes.
- Leads and mentors staff with a focus on training requirements that align with the mandate and priorities of the office, including development of knowledge and skills related to office communication and engagement priorities, and building staff capacity to uphold commitments related to reconciliation, DEI and accessibility.

## Qualifications:

### Education and Experience:

- Post-secondary Degree or Diploma in a communications or public engagement-related field (journalism, public relations, marketing, etc.)
- Minimum of 5 years of experience in a senior communications leadership role preferably dealing with multiple jurisdictions.
- Minimum of 5-7 years of experience in progressively more responsible communications positions that includes planning, writing, editing, and developing and executing strategic communications plans, and leading the development of communications and engagement tools, services, and products.
- Experience directing issues management, managing organizational risk and reputation, media relations, including direct contact and developing effective relationships with print, radio, and television reporters.
- Experience in the development of strategic outreach and community engagement frameworks as well as direct experience organizing public events and outreach initiatives including coordinating public speaking engagements for high profile leaders.
- Experience providing communications advice and support to senior management of public sector organizations.
- Minimum 3-5 years experience leading a team or formal supervision of others, including performance planning and development and initiation of disciplinary processes.
- An equivalent combination of education and experience may be considered.
- Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check (completed if an offer of employment is made).

### **Preference may be given to applicants with one or more of the following:**

- More than 7 years of experience in progressively more responsible communications and/or public engagement positions that includes planning, writing, editing, and developing and executing strategic communications and/or engagement plans, and leading the development of communications and engagement tools, services, and products.
- Experience applying knowledge and practice of reconciliation, DEI and accessibility in communications and engagement planning and materials.
- Applicants who self-identify as First Nations, Métis, Inuit and/or Indigenous, Black or racialized, 2SLGBTQ+, people with diverse gender identities or expressions, and/or people with disabilities.

### **Knowledge, Skills and Abilities:**

- Strong knowledge of government and parliamentary procedures and the role of legislative officers; particularly the role of independence.
- Experience in developing and coordinating accessible and inclusive internal/external communications and engagement functions of a complex corporate or public sector organization.
- Strong knowledge of current communications technologies and digital spaces and applications relevant to internal and external engagement.
- Demonstrated ability to develop and maintain effective working relationships with a variety of groups in government, public authorities, not-for-profit, advocacy groups, business community and the general public.
- Exceptional oral and written communications skills, with experience directing and writing media releases, making presentations, and negotiating with media.
- Ability to manage multiple projects simultaneously, prioritize high volumes of time sensitive and confidential information, and meet timelines.
- Theoretical and applied knowledge and practice in reconciliation with Indigenous peoples, DEI and accessibility.
- Well developed knowledge of British Columbia media landscape.

### **Competencies:**

#### **Indigenous Relations Behavioural Competencies:**

The Indigenous relations behavioural competencies help the BC Public Service improve our individual and collective abilities to work effectively with the Indigenous peoples of B.C. The successful applicant will demonstrate experience and/or thinking, attitude, approach and behaviours illustrating potential with respect to the following Indigenous relations behavioural 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 BC public sector entities, 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.

**Sustained Learning and Development** is 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.

**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.

**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.

Applicants may review the Indigenous relations behavioural competencies [here](#).

### **Behavioural Competencies:**

Behavioural competencies describe the essential skills and attributes expected of all BC Public Service employees. The successful applicant will demonstrate experience, knowledge and/or ability with respect to the following behavioural competencies:

**Concern for Image Impact** is an awareness of how oneself, 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. Concern for Image Impact is particularly appropriate for senior management positions.

**Handling Crises** involves effectively managing risks and crises and handling public relations.

**Service Orientation** implies a desire to identify and serve customers/clients, who may include the public, co-workers, other branches/divisions, ministries/agencies, government organizations, and non-government organizations. It means focusing one's efforts on discovering and meeting the needs of the customer/client.

**Results Orientation** is a concern for surpassing a standard of excellence. The standard may be one's own past performance (striving for improvement); an objective measure (achievement orientation); challenging goals that one has set; or even improving or surpassing what has already been done (continuous improvement). Thus, a unique accomplishment also indicates a Results Orientation.

**Teamwork and Cooperation** 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.

**Initiative** is the ability to identify problems, obstacles, or opportunities and to take appropriate action to address them. Initiative is proactively doing things, not simply thinking about future actions.

**Leadership** implies a desire to lead others, including diverse teams. Leadership is generally, but not always, demonstrated from a position of formal authority.

Applicants may review behavioural competencies for all staff in the BC Public Service [here](#).

**BC Ombudsperson – B.C.'s Independent Voice for Fairness and  
Accountability**

<http://www.bcombudsperson.ca/>