



Leadership Opportunity with an Innovative and Growing School District

Adjacent to Victoria on southern Vancouver Island, School District No. 62 (Sooke) is the fastest growing school district on Vancouver Island and one of the fastest growing districts in British Columbia. The District operates in five municipalities: Langford, Colwood, Metchosin, Sooke and the Highlands and acknowledges the traditional territories of the Coast Salish: T'Sou-ke Nation and Scia'new Nation and Nuu-chah-nulth: Pacheedaht Nation. We also recognize some of our schools reside on the traditional territory of Esquimalt Nation and Songhees Nation. The District employs approximately 1,800 educators and support staff and has an operating budget in excess of \$120 million with a student population of over 12,000. The District has a Strategic Plan that looks ahead to the future and focuses on three priority areas: learning, engagement and growth. The District is currently seeking to fill the position of:

Manager Strategic Communications

Reporting to the Superintendent of Schools/CEO, the Manager Strategic Communications is responsible for the development, planning and implementation of the strategic direction of District communications to reflect the Board's priorities and the needs across all functions of the organization. Aligning to the District's vision, mission and values, this key leadership position will ensure messages are accurately and effectively portrayed to key audiences in a timely manner. The successful candidate will also build and maintain positive relationships with all stakeholders including media, community organizations and internal partner groups. Engaging with students, teachers, support staff, management staff, parents, and the Board of Education as essential partners in the realization of being a "district of high regard" is critical in building out our broader District narrative.

As the leader of a progressive communications function within a multi-layered, multi-partner, diverse and complex organization, the ideal candidate will be a highly capable and trusted advisor able to support in times of calm and crisis. Strategic communication in this role will require comprehensive operational planning aligned to the District's Strategic Plan and is reflective of the initiatives, projects, programs and events of the District. Ensuring consistent branding and messaging for events and activities will allow the public to recognize and associate with SD#62, including its vision, values and strategic plan. We are looking for candidates that:

- Effectively Communicate
- Strive for Service Excellence
- Have Organizational Awareness
- Provide a Strategic Focus
- Foster Stakeholder Relations
- Use Critical and Creative Thinking
- Actively Collaborate
- Foster Interconnectedness

If you possess the above qualities, please submit a cover letter and resume outlining your education and experience in the following areas:

- University degree in communications, public relations, journalism or related field
- A minimum of five years of experience as a strategic communications leader in a complex public sector organization
- Experience leading, directing and executing internal and external communications strategies, public consultation processes, and marketing plans, preferably in a public education setting or other public sector
- Experience in content creation, media design and digital media using web design platforms, graphic design software and social media tools as an asset

In addition to clearly demonstrating the above, you must also include the names of three references whom we can contact upon receipt of your application package. References must include your immediate supervisor as well as two other supervisory references who can speak to your leadership skills. Other references may be contacted with your prior permission.

School District No. 62 (Sooke) is an equal opportunity employer that is committed to diversity, equity and inclusion in the workplace that is free of discrimination and harassment. We believe in a learning and work environment that is welcoming and safe that values, reflects and appreciates differences.

To review the full job description and apply online, please go to Sooke 62 at: www.makeafuture.ca. Applications must be submitted on-line by **Monday, December 13, 12:00 noon.**