

Job Description

Position Title:	Manager Strategic Communications	Affiliation:	Excluded
Supervisor:	Superintendent of Schools/CEO	Date of Revision:	November 26, 2021

Position Summary

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.

Duties and Responsibilities

Strategic Communications

- Develops and executes strategic communication practices and messages that align with the District’s vision, mission and values
- Provides advice and guidance throughout the District to ensure that initiatives, programs and projects consider communications requirements through conception, planning and execution stages
- Ensures that all communication plans are aligned with the goals and objectives of the District’s strategic plan
- Creates and oversees a digital media strategy that includes the internal and external websites
- Supports District employees in creating and communicating key messages that align with the District’s vision, values and strategic direction
- Develops and ensures media/news releases are consistent with the District’s narrative and strategic plan objectives

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- Briefs the Board and/or Superintendent for media interviews and prepares question and answer materials to assist in responding to issues
- Creates a suite of print and digital materials that promote the District and attract students, families and potential staff to our schools
- Plans for and develop editorials and stories about the many exciting and inspiring activities that happen in our District for both internal and external audiences
- Plans, manages and forecasts a communication budget to ensure expenditures such as advertising and promotional materials are cost effective

Stakeholder Relations

- Supports the governance work of the Board of Education by ensuring key messaging to educational stakeholders on strategic Board initiatives
- Develops and implements marketing/branding strategies for internal and external communications and messaging for District events
- Works with, and as part of, multiple teams across the school District

Issues Management

- Acts as the first point of contact for the media on behalf of the Board and District and is responsible for identifying issues and preparing responses
- Uses sound knowledge of current issues in public education to deal with sensitive issues and information
- Leads in crisis communications and issues management for the District
- Oversees, monitors and coordinates the District's social media presence and responds appropriately to posts, comments and inquires and escalates to Superintendent or designate when required

Education and Experience

- 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 an asset

Competencies

- **Communication:** Shares information and knowledge both one-on-one and in group settings; openly and honestly communicates with others to maintain respectful and positive working relationships; actively listens to understand and respond effectively to others; write clearly and accurately in a variety of contexts and formats
- **Service Excellence:** Consistently strives to deliver on expectations; proactively plans, establishes priorities and organizes work to deliver results; models behavior that is consistent with the District's values and takes initiative and responsibility for actions
- **Organizational Awareness:** Sees the District in its entirety and is aware of formal and informal structures and organizational culture to predict how others will respond to plan accordingly; understands infrastructure and uses a systems wide lens
- **Strategic Focus:** Builds strategic plans in order to achieve the vision; sets, monitors and adjusts goals, proactively identifies issues, determines and analyses options and prepares and implements mitigating strategies
- **Stakeholder Relations:** builds strong relationships and encourages involvement and input from students, staff, union representatives, parents, community organizations and other stakeholders
- **Critical and Creative Thinking:** Focuses on solutions using an inquiry-based approach to address challenges; uses sound judgement to solve problems; looks for opportunities to continuously improve and evolve practices
- **Collaboration:** Looks for opportunities to get to know, have fun and work co-operatively with others from all backgrounds and abilities; actively shows courtesy to all and provides others with opportunity of choice; acknowledges the contributions, knowledge and gifts that each person brings
- **Interconnectedness:** Fosters a welcoming and safe environment that values and appreciates differences and reflects all; honours and weaves Indigenous history, culture and language, and ways of being throughout the district; understands and considers the unique cultural backgrounds of others