



## COMMUNICATIONS MANAGER

The District of North Saanich is seeking applications from motivated professionals to serve in the capacity of Communications Manager. Under the supervision of the Director of Corporate Services, the Communication Manager is responsible for the development and implementation of the District's communications and public relations strategies, programs and initiatives.

The successful applicant must possess, a university degree in Communications, Public Relations or other related discipline, five (5) years related experience in communications, including a minimum of 3 years in a management or supervisory role, acceptable combination of education, training and experience may be considered. More information on this opportunity is available on the District's website at [www.northsaanich.ca](http://www.northsaanich.ca).

The District of North Saanich offers a competitive compensation and benefits package. Interested applicants should forward their resumes in confidence, on or before **4:00 pm Friday, May 31, 2019** to:

Curt Kingsley, Director of Corporate Services  
District of North Saanich  
1620 Mills Road  
North Saanich, BC V8L 5S9  
[careers@northsaanich.ca](mailto:careers@northsaanich.ca)  
Web: [www.northsaanich.ca](http://www.northsaanich.ca)

May 1, 2019



# DISTRICT OF NORTH SAANICH

**Section Name:** CORPORATE SERVICES

**Position Title:** COMMUNICATIONS MANAGER

**Effective Date:** April 2019

**Reports to:** Director of Corporate Services

**Positions Supervised:** Web and Graphics Technician (1)

## Definition

Reporting to the Director of Corporate Services, the Communications Manager is responsible for the development and implementation of the District's communications and public relations strategies, programs and initiatives. Work involves proactively identifying emerging issues and public relations opportunities to enhance community awareness; developing and implementing corporate communications initiatives; providing recommendations, advice and support to the senior management team in communication of internal and corporate messages.

## Key Job Duties

- Develops, administers and evaluates the District's Communications Plan and associated policies, procedures and activities.
- Provides communications advice and support to the senior leadership team and Mayor and Council in response to emergent issues.
- Researches and writes communications materials such as news releases, newsletters, and annual reports.
- Acts as the District's spokesperson with the media as required.
- Develops and implements community engagement activities.
- Builds and maintains effective relationships with the local media, and key community stakeholders.
- Oversees the effective use and growth of digital and web based tools including social media, the District's website and intranet.
- Represents senior management on internal labour committees and with labour relations as required.
- Assists the Director of Corporate Services with related human resource functions as required.

## **Qualifications**

### Education:

- University degree in Communications, Public Relations or other related discipline.

### Experience:

- Five (5) years related experience in communications, including a minimum of 3 years in a management or supervisory role.
- An equivalent combination of education, training and experience may be considered.

### Knowledge, Skills and Other Requirements:

- Extensive knowledge of good communications principles and practices, especially as they relate to strategic corporate communications, issues management and media relations.
- Thorough knowledge and understanding of the role of local government.
- Demonstrated ability to communicate clearly, strategically, and in a manner that builds understanding.
- Ability to develop and implement pro-active communication strategies and plans.
- Demonstrated sound political sensitivity and judgement.
- Ability to maintain confidentiality on all sensitive matters and to deal tactfully and effectively with elected officials, members of staff, media and members of the public.
- Ability to maintain a high degree of professionalism and integrity.
- Excellent oral and written communication skills, and exceptional presentation and facilitation skills.

## **Job Provisos**

- Requires after-hours work to attend events, Council or Committee meetings.