

JOB PROFILE

Position: Manager of Communications

Overview:

Reporting to the Director of Corporate Services, this position is responsible for both the strategic and tactical development of the Park Board Communication Unit's infrastructure and function. This position provides the professional and technical direction and support required in the ongoing development of communication staff as well as strategies and standards including, internal and external relations, public relations, corporate branding, media relations, public information focus groups, effective two way communication vehicles, graphics and website design and content. This position also provides input and support to the senior management team, commissioners and staff in their efforts to achieve the best possible communication and marketing strategy for the Board and implementation of the Park Board Strategic Plan.

Key Duties/Responsibilities:

As a member of the management team, the Manager of Communications will focus on strategic communication development and improvements of promotional vehicles to enhance the Park Board's profile, its' parks and services while encouraging workplace productivity by building and supporting effective team relationships with employees, colleagues, clients, suppliers, commissioners and the media. This position is responsible for managing two (2) Communications Co-ordinators, and one (1) Graphic/Website Designer. Supervision of contractors is also required from time to time.

- Develops and oversees the ongoing implementation and evaluation of communication strategies, policies, procedures, outcome and mechanisms in support of the Board's communication needs and priorities
- Develops and submits recommendations to the Director Corporate Services and members of the Senior Management Team on the overall image of the Park Board, its marketing and promotional materials and corporate branding
- Ensures service improvements are in alignment with the Board's strategic plan and direction
- In collaboration with the Director Corporate Services and the Senior Management Team develops annual Business Plan , or other reports for future expansion of Park Board services
- Advises and makes recommendations on effective media relations, crisis management, sensitive and confidential communication delivery strategies and procedures
- Plans and implements development of effective communication program and events to attract revenue from promotional campaigns and activities to meet objectives
- Develops and delivers management and commissioner training programs and materials to support positive management staff and commissioners medial relations

- Oversees and provides technical support in publication and distribution of a wide variety of communication and promotional delivery vehicles
- Develops and oversees publication of Park Board annual report
- Oversees and provides leadership, support and advice to direct reports in the development and implementation of communications and promotional related initiatives, projects and services
- Develops, manages and monitors Communication unit's annual operating budget making recommendations to rectify variances as required
- Generates financial reports for on-going management of budgets and contractors and provides complete cost benefit analysis in relation to communication / promotional requirements
- Reviews and analyses, Communication unit operations and recommends/implements improvements to optimize the unit's productivity and effectiveness to the organization
- Determines core components and measurement tools and develops and implements methodology to track and evaluate communication program and projects outcomes for effective and return on investment
- Researches various communication / promotional programs and concepts to support the ongoing enhancement of the Board's public profile and services delivery / initiatives.
- Researches and recommends corporate sponsorship / partnership opportunities with regard to special events, and promotional opportunities to enhance Park Board profile
- Supervises staff including hiring, performance reviews, discipline and termination
- Analyses staffing requirements to ensure effective use of budget allocations
- Provides leadership to staff by setting performance goals and coaching employees to desired results and outcomes
- Identifies staff development needs and implements appropriate training strategies
- Meets with employees to resolve disputes and administer appropriate collective agreement, acts as management's representative in grievances at STEP 1 of the CUPE 15 grievance process and represents the employer at arbitrations as required
- Communicates department policies and procedures to staff and ensures consistent application and compliance.
- Develops and implements client service feedback vehicles
- Attends regular Board meetings and handles media relations
- Performs other media related duties as required

Key Contacts:

- Media Relations
- Park Board Staff
- Commissioners
- Suppliers
- Corporate Sponsors
- Donors
- Community associations
- Public bodies and special interest groups
- Professional Communications organizations
- BC Tourism
- City of Vancouver
- Residents

Education:

University degree in Communications, Public Affairs, Journalism, Business Administration or a related field.

Experience:

Considerable communications, marketing and/or management experience in media and public relations, or an equivalent combination of training and experience along with 5-7 years of supervisory experience at a management level.

Skills, Knowledge and Ability:

Managerial:

- 5-7 years of managerial experience
- Strategic and forward-thinking, strong service orientation, superior and tactful interpersonal skills, collaborative approach with capability of managing under broad guidelines
- Effective priority / time manager, able to effectively work to and with tight deadlines
- Strong project management skills
- Strong team building and problem solving skills

Technical:

- High standard of public relations/communication skills, experienced in issues management
- Superior written and oral communication skills
- Design and/or artistic direction skills coupled with strong computer and computerized publishing skills
- Proven marketing, promotion and fund raising skills

Industry:

- Knowledge and experience in local government are an asset
- Experience working at a management level in public relations/communications/marketing in organizations with highly decentralized operations or business units
- Extensive experience in public involvement