



JOB DESCRIPTION

TITLE: **MANAGER OF COMMUNICATIONS**

DEPARTMENT: **Legislative Services**

Position Last Evaluated: N/A
Job Desc. Last Updated: N/A

GENERAL ACCOUNTABILITY

The Manager of Communications develops programs, manages resources and builds relationships which assist the City in ensuring its residents and partners are informed about issues that affect the community. The incumbent provides strategic communications and engagement advice on policy and program matters.

NATURE AND SCOPE OF WORK

Responsible for developing, administering and evaluating the City's Communication Plan and associated policies and procedures.

Provides proactive communications advice and support to the Mayor and Council, the CAO and the senior leadership team in response to emergent issues.

Acts as City Spokesperson with the media as required and provides training and instruction to Council and staff.

Sets goals and objectives, develops operational policies, defines functions of subordinates, the selection, appointment, and appraisal of staff, approval of training programs and recommendations for promotion, termination, and disciplining of staff.

Manages community engagement activities to support broad public input into decision-making and greater understanding of the challenges and opportunities for the City of Nanaimo.

Liaises with other local governments, community, professional and business associations as needed to support community engagement initiatives and special initiatives.

Builds and maintains effective relationships with the local media, key community stakeholders and other local governments, including First Nations.

Oversees the effective use and continual growth of digital and web based tools including social media, the municipal website and intranet.

Manages special projects and initiatives to support strategic planning and organizational effectiveness.

NATURE AND SCOPE OF WORK (Cont)

Oversees the annual communications operating budget.

Performs additional duties as required.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

Extensive knowledge of good communication 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 strategically and in a manner that builds understanding and commitment.

Ability to develop and implement pro-active communications strategies and plans.

Ability to provide leadership to other communication professionals within the organization.

Demonstrated sound political sensitivity and judgment.

Ability to maintain confidentiality on all sensitive matters and to deal tactfully and effectively with elected officials, senior staff, media and members of the public.

Ability to maintain a high degree of professionalism and integrity.

Excellent oral and written communications skills and exceptional presentation and facilitation skills.

MINIMUM TRAINING AND EXPERIENCE REQUIRED

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

A minimum of 5 years' related experience in communications, including a minimum of 3 years' in a management or supervisory role.

An equivalent combination of education and experience may be considered.

REQUIRED LICENCES, CERTIFICATES AND REGISTRATIONS

Satisfactory Criminal Record Check.

Valid Class 5 B.C. Drivers licence.

GENERAL STANDARDS

Managers and supervisors shall ensure the health and safety of their employees by demonstrating support and participation in all aspects of the Occupational Health and Safety (OHS) Program, communicating hazards and expectations of safety, maintaining safe work areas, and assigning work to trained persons.

GENERAL STANDARDS (Cont)

All employees shall take reasonable care to protect their health and safety, and the health and safety of other persons by becoming familiar with the Occupational Health and Safety (OHS) Program, following established safe work procedures, using protective equipment, and asking for training if unfamiliar with work requested to perform.

Contributes in maintaining a respectful, safe and supportive work environment that embraces diversity and where everyone is treated with courtesy, dignity and fairness.

Takes responsibility for reducing energy consumption within the scope of the job duties.

Meets the City's core competencies in the areas of Building Relationships, Developing Self & Others, Focusing on Customer, Communicating Effectively, Thinking Strategically and Collaborating for Results.

Adheres to City policies and objectives.