



## **JOB DESCRIPTION**

**TITLE:** MANAGER, CORPORATE COMMUNICATIONS & COMMUNITY RELATIONS

**DEPARTMENT:** Legislative Services

**Position Last Evaluated: Sep 2022**

**Job Desc. Last Updated: Dec 2023**

---

### **GENERAL ACCOUNTABILITY**

Reporting to the Director, Legislative Services, 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 staff on emergent issues.

Oversees the City's media relations, assisting with responses as required and providing spokesperson training and instruction to Council and staff.

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

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

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

### **NATURE AND SCOPE OF WORK cont.**

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 communication tools including digital and web-based tools such as the City's social media channels, the municipal website, and public engagement software.

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 proven management supervisory experience.

### **MINIMUM TRAINING AND EXPERIENCE REQUIRED cont.**

An equivalent combination of education and experience may be considered.

**REQUIRED LICENCES, CERTIFICATES, AND REGISTRATIONS**

Satisfactory Criminal Record Check.

Valid Class 5 BC 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 & Safety (OH&S) Program, communicating hazards and expectations of safety, maintaining safe work areas, and assigning work to trained persons.

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 & Safety (OH&S) 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.

Adheres to City policies and objectives.

**SIGNATURE**

I have reviewed this job description.

\_\_\_\_\_  
Employee's Name

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date