

# DIRECTOR, COMMUNICATIONS & ENGAGEMENT



## **Purpose of the Position**

The Director, Communications & Engagement is responsible for developing, leading and executing all communications, engagement and stakeholder relations strategies and initiatives to uphold the values, vision and mission of Greater Victoria Harbour Authority (GVHA). The Director is responsible and accountable for proactively engaging and communicating with all stakeholders and strategically identifying and proactively addressing communication and stakeholder risks to enhance public understanding and awareness of GVHA's role as a respected advocate for the best marine-related use and development of the working harbour. The role reports to the Vice President, Strategic Partnerships and Innovation.

The role is a generalist leadership position with responsibility and accountability for communication and engagement functions including: strategic communications planning, external and internal communications, social media strategy, issues management and crisis communications, web and digital strategy, media relations, marketing, brand and reputation management, community and stakeholder engagement, event management, and executive communications. The director also has a team management function with leading and coaching a team of two and is responsible and accountable for team and individual development and performance.

## **More specifically, the accountabilities include:**

### **Strategic Communications**

- Develops, implements, maintains and measures a strategic communications and engagement plan for internal and external audiences in consultation with the Leadership Team to build and align support for GVHA's long-term strategic and operational objectives.
- Proactively develops and maintains issues management and crisis communications plans.
- Maintains effective communication and coordination efforts with the Leadership Team and between departments.
- Provides government relations support to CEO and VPs.
- Builds and maintains solid partnerships with internal clients and external partners to better develop, coordinate, direct, and facilitate strategic communications designed to meet business goals.
- Designs campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future programs.
- Directs in-house and external graphic designers, photographers, and other media-production specialists integral to the completion of marketing and branding projects, including signage.
- Contributes ideas for new programs, researching and recommending innovative branding techniques.
- Researches and understands key business challenges, customer behaviour, target audiences, competitive activity, and environmental factors that impacts programs within the business and assigned departments.
- Works with leadership to take the pulse of overall business activity to identify cross-marketing opportunities.
- Stays informed of developments in the field of marketing and communications within the industry to foster ideas and innovation.
- Develops and executes web strategy, digital and social media strategies.

### **Public & Media Relations**

- Works to enhance the organization's image and identity.
- Develops, implements and maintains a media relations program including:
  - Acting as media contact;
  - Seeking proactive opportunities for positive media coverage;

- Liaising with media to provide positive, consistent and credible information;
- Acting as spokesperson;
- Spokesperson training and preparation.
- Drafts specialized content including Annual Reports, public business plans, CEO/Director/Member Agency presentations, internal and external newsletters, etc.
- Plans or directs the development of programs to maintain favourable public and stakeholder views of the organization's agenda and accomplishments.
- Drafts media releases, media advisories, strategic initiative updates for varying stakeholders and audiences.
- Develops social media strategies and engagement plans.
- Maintains consistent messaging, strategy and execution across all communications and marketing platforms.
- Collaborates with internal departments to identify trends and evaluate messaging needs.
- Oversees and liaise with communications and public relations consultants.

### **Stakeholder & Community Engagement**

- Facilitates stakeholder engagement with member agencies and stakeholders and acts as an internal resource for best practice engagement.
- Liaises and connects with GVHA's Director, First Nations Engagement and enables support and collaboration.
- Develops strategies and oversees implementation and maintenance of a stakeholder engagement program.
- Develops strategies to ensure pathways for community and key stakeholder feedback.
- Ensures a high level of customer service is provided to clients/customers.
- Establishes and maintains ongoing lines of communication between GVHA and clients/customers.
- Supports and administers customer and stakeholder surveys.
- Develops, implements and maintains a feedback management program/system including:
  - Updates and streamlines strategies for logging and responding to feedback from the public, stakeholders, Member Agencies, and others.
  - Reporting on issues and trends of GVHA's stakeholders.
- Chairs community engagement committees.

### **Marketing & Branding**

- Oversees all GVHA marketing, branding, and advertising strategies and activities for all lines of business and facilities.
- Development of business development marketing as required.
- Develops and coordinates across the organization to ensure consistent application of branding guidelines.
- Ensures all marketing and branding is aligned with strategic reputational management program, and provides leadership and support in signage, wayfinding and placemaking strategies.

### **Events**

- Creates and executes GVHA's events strategy.
- Oversees the Events team in the organization of all GVHA led/sponsored/supported/corporate events, both internal and external.
- Oversees the Communications team in support of GVHA's participation in community events, to raise GVHA's public profile.
- Provides strategic oversight for GVHA's sponsorship program.

### **Risk, Issues and Crisis Management**

- Assists leadership team with strategic communications, stakeholder engagement and related enterprise-wide risk management based on Board policy.
- Develops processes and disciplines around proactively identifying and mitigating communications and stakeholder related risks and reputation management.
- Communicates/engages with employees and Board on communications and stakeholder related enterprise-wide risk management.

### **Leadership & Budgeting**

- Manages selection and hiring, supervision, performance management, professional development and conducting of performance reviews for direct reports.
- Provides direction, training, coaching and motivation to direct and in-direct reports.
- Maintains effective communication and coordination efforts with the Leadership Team and between departments.
- Develops and monitors annual budget for areas of responsibility in communications, engagement, public relation, marketing and events.

### **Working Conditions**

- Open office environment as well as some local site/field environment.
- After completing 90 day probation period, eligible to work from home up to 2 days a week.
- Regular, full-time position (40 hours/week).
- Occasional evenings and/or weekends due to operational requirements and/or to cover company and community events communication.
- Public/customer relations.
- Available on call for after-hours communications assistance as needed.

### **Experience and Education**

- Post secondary education in communications, public relations, marketing.
- Minimum of 8 years experience supporting strategic communications, engagement or marketing program.
- Working with a Board of Directors.
- Working with Indigenous Peoples.
- Leading and coaching a team.
- Developing, implementing and evaluating strategic communication and engagement plans.
- Developing marketing plans and event planning.
- Working with a range of stakeholders under complex governance structure.
- Project management and prioritization.
- Implementing and executing brand strategy preferred.

### **Knowledge, Skills, and Abilities**

- Solid working knowledge of business planning, budgeting, communications, engagement, marketing, and strategic planning.
- Knowledge and understanding of rights holder context, and awareness and understanding of indigenous relations.
- Knowledge of local issues and how local government functions.
- Knowledge of media operations and local, provincial, national and global media interests.
- Sound knowledge of various media, including print, web, computer and multimedia.
- Knowledge of Board governance models.

- Knowledge of quantitative and qualitative research processes.
- Thorough knowledge of and proficiency with a variety of software programs including all MS Office applications, Adobe Creative Suite, Canva, social media applications and web analytic applications.
- Thorough knowledge of communication and engagement principles and best practice.
- Excellent interpersonal, communication, public speaking, and presentation skills.
- Detail oriented.
- Advanced verbal, written and editing communication skills, including spelling, grammar, context and structure.
- Excellent stakeholder and client relation skills.
- Work as part of a team.
- Establish and maintain effective relationships with a variety of groups or individuals to meet GVHA objectives.
- Exercise tact, good judgement, discretion, and flexibility when handling sensitive and complex issues and providing service to customers.
- Client-oriented in exchanging information and delivering innovative solutions to customers in a timely, professional manner.
- Listen, interpret, understand and act on the decision making process of Board of Directors.
- Manage and organize concurrent projects while taking into consideration changing priorities and deadlines, emerging issues, impact of decisions, and competing and conflicting demands.
- Adaptive to changes in work environment, work assignments, and/or changes in organizational priorities.
- Manage and deliver complex, concurrent projects to successful completion within time and budgetary confines.