



PEACE RIVER REGIONAL DISTRICT

COMMUNICATIONS MANAGER

Department	Administration	Reports To	Corporate Officer
Directly Supervises	Communications Coordinator		
Indirectly Supervises	N/A		
Key Internal Contacts	Chief Administrative Officer, Department Heads, IT Manager		
Key External Contacts	Media, member municipalities, constituents, various stakeholder groups		

POSITION SUMMARY

Manages the development and implementation of the PRRD communications plan including internal and external communications. Manages the communications strategy aimed at advancing PRRD's positive image through media relations, online communications, community engagement initiatives and promotional opportunities.

KEY ACCOUNTABILITIES

- Develops and implements internal and external corporate communications plan.
- Lead the project lifecycle of the PRRD's website redesign project while liaising with internal and external stakeholders
- Researches and develops a variety of written communications such as briefing notes for public meetings or press conferences, media releases, public service announcements and general publications.
- Coordinates and manages the overall brand and corporate identity of PRRD designing, coordinating and producing printed materials, publications and online presence.
- Oversees and implements social media strategy providing guidance and direction to contributing staff members ensuring adherence to established PRRD protocol.
- Leads the implementation and evaluation of community engagement initiatives in alignment with PRRD Strategic Plan providing support to elected officials and department heads as required.
- Monitors the effectiveness of communications efforts using a variety of metrics and media monitoring tools;
- Develops and implements communication protocols, best practices and policies applying current knowledge of trends and relevant industry legislation.

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- Acts as subject matter expert responding to public enquiries; provides guidance and support for public messaging and corporate branding to staff and elected officials as required.
- Builds and maintains strong working relationships with media groups as well as other stakeholders including community groups, Indigenous partners, member municipalities and various committees.
- In the event of an emergency situation this position will be a key member of the Emergency Operations Centre (EOC).

QUALIFICATIONS AND EXPERIENCE

Post-secondary degree or diploma in communications or a related discipline plus a minimum five (5) years related experience in a local government setting. Professional certification in communications through the International Association for Public Participation plus membership in the Canadian Public Relations Society would be an asset. The ideal candidate will have experience building relationships and engaging with Indigenous partners. An equivalent combination of education, training and experience may be considered.

CORE COMPETENCIES

Adaptability: Adapts quickly to change and easily considers new approaches.

Planning and Prioritization: Plans and organizes work activities; manages several tasks at once.

Change Leadership: Takes responsibility for leading, directing and managing organizational change.

Change Management: Understands the need for change, helps plan for, and accommodates it as creatively and positively as possible.

Collaboration: Works cooperatively with others, inside and outside the organization, to accomplish objectives to build and maintain mutually beneficial partnerships, leverage information, and achieve results.

Communication: Provides regular, consistent and relevant information to others and ensures appropriate individuals are informed; listens carefully to others, asks questions or clarification and responds thoughtfully; communicates in a clear and concise manner using appropriate content, style and method of communication to suit the needs of the individual or audience.

Customer Service: Demonstrates a commitment to public service, serves and satisfies internal and external customers, holds themselves accountable for quality outcomes.

Decision Making: Obtains information; identifies key issues and implications to make informed, objective decisions.

External and Organizational Awareness: Identifies and understands how internal and

external issues (e.g. economic, political, social trends) impact the work of Peace River Regional District.

Judgment and Problem Solving: Demonstrates independent and sound judgment in an abstract environment to make decisions independently or collaboratively.

Influencing and Negotiating: Uses persuasion to gain the support and cooperation from stakeholders, superiors, colleagues, subordinates and other parties to achieve a desired course of action consistent with Peace River Regional District's goals and objectives.

Professional Integrity" Displays and promotes conduct and behaviours consistent with Peace River Regional District's standards.

Initiative: Identifies opportunities and issues, and proactively acts and follows through on work activities to capitalize or resolve them.

Innovation: Develops new insights into situations and applies different and novel solutions to make improvements.

Leadership: Assumes responsibility for establishing clear team vision, goals and objectives; supports and motivates the delivery of high performance; enables direct reports in capacity and career development.

Occupational Health and Safety: Applies knowledge of occupational health and safety principles and practices at Peace River Regional District.

Relationship Building and Management: Develops and maintains effective relationships with others, relates well to people from varied backgrounds and in different situations, show understanding, courtesy, tact, empathy and politeness