



TITLE: Manager, Communications	CLASSIFICATION: Band 3
POSITION NUMBER: 00095489	SUPERVISOR TITLE: Executive Director, Strategy and Communications

JOB OVERVIEW

The Representative for Children and Youth (RCY), an independent officer of the B.C. Legislature, works to influence positive change to B.C.'s child-, youth- and young adult-serving system. The Representative's Office provides advocacy support to people dealing with the child and youth service system and advocates directly on behalf of children, youth and young adults, monitors and reviews government services to children and youth and reviews and investigates selected deaths and critical injuries of children and youth who are receiving services.

Two interconnected priorities for RCY are to: 1) identify, recommend and advocate for ways to reduce the number of First Nations, Métis, Inuit and urban Indigenous children and youth in government care, and to improve child welfare and other designated services to those Indigenous children and families who come into contact with the Ministry of Children and Family Development and/or Delegated Aboriginal Agencies; and 2) meaningfully, ethically and sustainably engage with children, youth, young adults and the community members who care about and for them to enhance RCY's understanding about their lived and living experience, especially with systems of care.

To support these priorities, RCY is committed to becoming a more culturally aware and agile organization, integrating Indigenous ways of knowing and being into our daily practice, and ensuring that our work highlights concerns with and opportunities to improve the experience of and outcomes for First Nations, Métis, Inuit and urban Indigenous children and youth in need of services. RCY supports all staff to develop a critical understanding of the history of First Nations, Métis, Inuit and urban Indigenous Peoples within Canada and the impact of colonization on the contemporary experience of children, youth, families and communities and on current systems, structures and politics. Meaningful relationships with Indigenous leaders, young people, organizations and communities are of vital importance to RCY.

In addition, RCY is committed to centring and amplifying the voices and lived and living experience of children, youth and young adults who are or have engaged with B.C.'s child, youth and family serving systems.

The Manager, Communications provides communications management expertise in a variety of activities, including provision of a full array of communications materials to support RCY goals, establishing and maintaining effective relationships with media and relevant stakeholders,

project management including managing the production of critical reports, and providing issues management support and advice to the Executive Director, Strategy and Communications and to Executive staff.

ACCOUNTABILITIES

EXTERNAL

- Provides services, support, methods and tools for communications initiatives relating to RCY projects, including provision of all communications materials and supervision of same
- Conducts research and drafts speeches and PowerPoint presentations for Representative's and Executive's community engagement activities
- Plans and arranges suitable internal and external resources to ensure excellence in the delivery of external communications initiatives; for example, media release planning, creation of brochures and other external documents/products
- Develops comprehensive external communications plans as required, including briefing materials for the Representative, Executive and staff
- Contributes significantly to the writing, editing and production of RCY reports, from the initial planning phases to publication and release
- Manages and oversees all RCY social media, including oversight of Social Media Youth Team as required
- Develops long-term working relationships with relevant stakeholders including child-serving societies, organizations and associations and youth themselves
- Liaises positively and proactively with provincial government Communications contacts to ensure mutual flow of information
- Improves public and stakeholder understanding of the RCY's mandate and responsibilities
- Oversees website writing and content

ISSUES

- Assists the Director in ensuring that RCY Executive members have wise counsel in dealing with controversial issues that may arise, often with a high public profile
- Works with media representatives to ensure they receive information required in a timely, respectful and accountable manner
- Assists media in having a clear understanding of the legislated role and responsibilities of the Representative

STRATEGIC

- Collaborates on the development of strategic plans and service plans
- Manages and assists in the development of the Annual Report and Service Plan and related communications
- Offers advice on emerging issues and strategic communications efforts when required

INTERNAL

- Manages RCY internal staff communications

- Supervises RCY Communications Officer
- Provides leadership and guidance to staff and contractors in the production of communications materials
- Plans and organizes staff involvement in awareness days related to RCY mandate

JOB REQUIREMENTS

Education and related experience

- Degree in communications, public relations or journalism, or other relevant field.
- At least five years of directly related communications experience, including in a public sector environment involving child-serving systems
- Experience with recruitment and supervision of staff and contractors, including youth employees
- Government communications experience, including all aspects of issues management, proactive planning, stakeholder relationship management, project planning and inter-ministry communications
- Experience managing high-profile, complex and sensitive issues relating to children, youth and young adults receiving government services
- Demonstrated experience in project management
- Experience dealing with the media, senior government officials, stakeholders and members of the public

Preference may be given to applicants:

- Who self-identify as Indigenous
- With an understanding of First Nations, Métis, Inuit and/or urban Indigenous cultures and worldviews, including an understanding of intergenerational trauma and colonialism through lived and/or academic experience
- With experience working in media
- With a Master's degree.

Knowledge, skills and abilities

- Communications planning methodologies and techniques
- Knowledge of child-serving systems in B.C. and RCY legislation
- Knowledge of *United Nations Convention on the Rights of the Child*
- Able to respond to issues and inquiries quickly and professionally
- Ability to work closely with Representative and RCY Executive on fast-developing and sensitive issues that require timely action
- Able to identify potential stakeholder and public concerns and recommend direction
- Excellent writing, editing and verbal communications skills
- Excellent interpersonal skills, including ability to sensitively integrate Indigenous ways of knowing and being into daily practice

Please note that applicants must be able to successfully meet RCY security screening requirements which include a criminal records check and Criminal Records Review Act (CRRRA) check.

COMPETENCIES

- **Concern for Image Impact** is an awareness of how one's self, one's role and the organization are seen by others.
- **Relationship-Building** is working to build or maintain ethical relationships or networks or contacts with people who are, or may be, potentially helpful in achieving work-related goals and establishing advantages.
- **Analytical Thinking** is the ability to comprehend a situation by breaking it down into its components and identifying key or underlying complex issues.
- **Problem Solving/Judgment** is the ability to analyze problems systematically, organize information, identify key factors, identify underlying causes and generate solutions.
- **Indigenous-Centred Service Approach** is a desire to serve Indigenous peoples, focusing one's efforts on understanding their interests in order to increase the quality of the service and produce better outcomes.
- **Cultural Agility** is the ability to work respectfully, knowledgeably and effectively with Indigenous peoples.
- **Listening, Understanding and Responding** is the desire and ability to understand and respond effectively to other people from diverse backgrounds.
- **Teamwork and Cooperation** is the ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals.

For more information on competencies, see:

[Competencies for Interviews & Hiring - Province of British Columbia](#)

[Indigenous Relations Behavioural Competencies - Province of British Columbia](#)