

TITLE: Communications Officer	CLASSIFICATION: Band 2
POSITION NUMBER: 00093075	SUPERVISOR TITLE: Manager, 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 Communications Officer provides specialist communications services in the areas of video and multimedia production, graphic design, photography and social media/website content development and management, as well as general communications services, including report

development, production and release, writing projects of various kinds, issues management and stakeholder relations.

ACCOUNTABILITIES

- Creates compelling multimedia content including, but not limited to, videos, photography and infographics
- Manages and creates content for all RCY social media channels
- Manages RCY website
- Leads or provides advice to special youth employment initiatives for the Representative's Office (past examples include: Social Media Youth Team, Communications support for practicum student creating report on youth homelessness and Indigenous Youth Leadership Team)
- Prepares public event plans, providing advice on appropriate venue, protocol considerations, attendees and other strategic considerations
- Coordinates public events, including arranging venue and/or platform, audio-visual needs, etc.
- Coordinates media advisories for reports and news releases
- Assists in the production of reports including writing, editing and incorporating feedback from program areas and RCY Executive
- Drafts speeches, news releases, statements, newsletter articles and other communications materials
- Supports Representative at public events, including front-line point of contact with public officials, media, stakeholders and other attendees
- Engages with media as necessary and coordinates responses as assigned
- Identifies issues, gathers information and escalates issues to the Manager with suggested strategies for management
- Liaises positively and proactively with provincial government communications contacts to ensure effective flow of communication on events and issues
- Develops and maintains long-term working relationships with relevant child-serving societies, organizations and associations
- May supervise junior employees including co-op students, as required.
- Serves in the absence of the Communications Manager

JOB REQUIREMENTS

Education and related experience

The ideal candidate will have some formal education in communications, public relations, journalism or a related field. Formal education is not required where the applicant meets or exceeds the minimum experience requirements.

At least two years combined experience in one or more of the following areas:

- Directly related communications work experience in a government or public sector setting
- Experience working for a media outlet or in media relations
- Experience providing communications services in a sensitive and dynamic environment with high public visibility

PREFERENCES

Preference may be given to Indigenous applicants. To assist us with screening, please ensure your application clearly indicates that you self-identify as an Indigenous person.

Additionally, **preference will be given** to candidates with:

- A completed degree, diploma or certificate in communications, public relations, journalism or a related field
- More than two years of relevant work experience
- Professional experience managing and creating multi-channel social media content including, but not limited to, video production, photography and infographics for all social media accounts, with related analytics
- Experience in website management and multi-media content development
- Experience with, and knowledge about, child- and youth-serving systems in B.C.
- Experience with public sector communications strategies and duties

Knowledge, skills and abilities

- Excellent interpersonal skills
- Balanced, pragmatic, objective outlook
- Video production, graphic design and photography skills
- Excellent writing and editing skills, computer skills and verbal communications skills
- Communications planning methodologies and techniques
- Familiarity with Indigenous issues
- Knowledge of child-serving systems in B.C. and related legislation
- Ability to respond to issues and inquiries in a quick and professional manner
- Ability to identify potential stakeholder and public concerns

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.
- **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 cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals.
- **Indigenous-centred service approach** is a desire to serve Indigenous people, 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

For more information on competencies, see:

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

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