



## JOB DESCRIPTION

### EXECUTIVE DIRECTOR, STRATEGIC COMMUNICATIONS AND KNOWLEDGE MOBILIZATION

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**Title:** Executive Director, Strategic Communications and Knowledge Mobilization

**Classification:** Band 5

**Supervisor title:** Deputy Representative

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

We aspire to a legacy where children, youth, young adults and families served by the child and family serving systems receive **timely, appropriate and compassionate support and services** that they need, when they need it. We dream of a Province where all children and families thrive and where experiences of **stigma, shame, judgment and racism** have been eliminated.

RCY is committed to being 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 and bright spots. We are committed to relationship, respect, reciprocity, relevance, responsibility and repair. We are guided by the principles of cultural safety, anti racism, we are a highly connected organization known for upholding rights and being respectful, responsive, responsible, reciprocal and a good ally. As Nations and communities work towards resumption of jurisdiction, RCY is appreciated for what we do and how we do it; we seek direction from and accompany those on their journey in a supportive way.

RCY's Strategic Communications and Knowledge Mobilization team provides an internal creative expert function for the Representative, Executive Team, and RCY staff. The team provides a variety of specialized communication, knowledge exchange and engagement support services, including strategy development and implementation, partnership development and engagement, branding, graphic design, online and social media presence, event communications, media management, report writing and dissemination.

## **ROLE DUTIES**

Reporting to the Deputy Representative responsible for Corporate Services, the Executive Director, Strategic Communications and Knowledge Mobilization holds a key role in ensuring that the advocacy, research and influence of RCY is translated into meaningful change in government policies, programs and processes.

The incumbent works directly with the Representative on public facing/media related issues management, media relations, public and parliamentary presentations. The Executive Director also works closely with the Senior Executive Team and with RCY Executive Directors to develop communications, public engagement and knowledge mobilization strategies that ensure that RCY is a known and trusted advocate and oversight body. The Executive Director is also a key resource in ensuring that RCY's activities engage partners, ensuring strong extensive external relationships and connections. The Executive Director is responsible for leading a staff team and ensuring that the intention and direction of RCY's communications, public engagement and knowledge mobilization is a core component of the Office's strategy.

### **Leadership and Management**

- As a member of the Executive team at RCY, helps to guide the development of long-range plans and priorities for the Office.
- Builds and fosters partnerships with a diverse range of senior leaders and partners, public and private, to ensure initiatives and organizational goals are achieved.
- Oversees the development and implementation of a responsive and accessible internal communications strategy, including related communications policies and procedures, ensuring that RCY staff have ready access to accurate and current information to provide to clients and interest groups (including the public).
- Procures vendors to support all aspects of RCY's strategic communications and public engagement, project manages their work, and manages project budgets, as appropriate.
- Leads and manages a team of expert staff in the field of communications, public engagement and knowledge mobilization including assignment of work, staff development and growth, and administrative supervision responsibilities.

### **Strategic Communications**

- Working closely with the Senior Executive Team, oversees the development and implementation of a responsive and accessible external communications strategy to ensure that all RCY resources, information-sharing and communications reflect the principles and priorities of RCY.
- Oversees and directs the development, implementation and monitoring of integrated strategic communication plans, standards, and policies that support the strategic objectives of RCY and strengthen RCY initiatives.

- Working directly with the Representative, leads and directs the Office's response to emerging issues and provides expert advice on public facing/media related issues management and media relations strategies and responses for the Office.
- Directs the development of the organization's web content strategy and social media presence to enhance information sharing and collection.
- Holds lead responsibility for the RCY website and social media channels, ensuring their on-going design, maintenance and relevance over time.
- Ensures corporate consistency, efficiency, accountability, and effectiveness in keeping with RCY objectives through maintenance of branding guidelines and internal processes that guide staff teams in their project work.
- Oversees and leads planning, copy-editing, design and publishing of all publications, reports, resources, digital, and web-based products for internal and external distribution, including the production of RCY's annual, investigation and special reports for deposit in the Legislative Assembly and for public release.
- Supports the development of all external materials including presentations and speeches, statements, news releases, backgrounders, Q and As, briefing notes, and key messaging for legislative committee appearances and other public events.
- Ensures organizational adherence to accessibility principles and wise practices in all areas of communication, public engagement and knowledge mobilization.
- Works directly with the Representative to support the preparation of speaking notes, statements, Op Ed's and other outward facing products. Manages media exposure and coverage for the Representative.
- Leads the creation and management of campaigns to increase public awareness of our organization and initiatives.

### **Knowledge Mobilization and Engagement**

- Leads an RCY wide collaboration to develop and implement an overarching strategy to guide RCY's public engagement and knowledge mobilization with partners, governments, First Nations, other public bodies, academic and research institutions and coordinates with RCY staff teams to implement and evaluate these.
- Identifies, researches, and analyzes current and potential public and partner engagement initiatives and advises RCY teams on wise practice engagement and knowledge mobilization strategies.
- Assist with RCY-wide approaches to convening and dialogue on complex and contentious topics.
- In collaboration with RCY project sponsors and project leads, guides the planning and delivery of public facing events, ensures resourcing, venues and contracted services are coordinated and deployed efficiently, providing expert advice as necessary.
- Maintains efficient and effective ways to disseminate regular information to engaged partners and ensures diverse voices are heard through RCY's public and partner engagement and knowledge mobilization.

- Maintains RCY contact databases and systems to record and report on RCY's public and partner engagement and knowledge mobilization activities.
- Monitors and evaluates the success of RCY's public and partner engagement and knowledge mobilization and recommends improvements and innovations to senior leadership.

## QUALIFICATIONS

### Education

- **Degree** in a related field such as communications, journalism, public relations, engagement, public policy, political science, writing, English, or a communications-related discipline
- **10 years** related experience\* in progressively responsible roles and in a senior leadership role with responsibility for executing strategic priorities.

An equivalent combination of education and experience may be considered.

\*Related experience must include at least three (3) of the following:

### Experience

- Working with and within Indigenous leadership, communities and organizations in culturally safe and agile ways.
- Leading strategic communications planning and implementation related to media or public relations; issues management; professional writing; digital communications; and partner/community engagement.
- Directing public and media related issues management, media relations, including direct contact and developing effective relationships with print, radio, and television reporters.
- Developing strategic outreach and community engagement frameworks as well as direct experience organizing public events including coordinating public speaking engagements.
- Providing communications advice and support to senior management of public sector organizations.
- Establishing collaborative relationships with senior leaders across government.
- Participating with executive staff in leading organizational change associated with implementation of new strategic directions.
- Facilitating and leading discussions and planning with large, diverse groups with differing views and priorities.
- Preparing strategic briefing materials for senior executive.

## **Knowledge, Skills and Abilities**

- Excellent written and verbal communication and relational skills.
- Demonstrated ability to verbally present and explain ideas clearly and concisely to senior officials, media and stakeholders.
- Considerable knowledge of general communications principles, concepts and methodologies including public facing/media related issues management, media relations and strategic communications.
- Considerable knowledge of the discipline and practice of partner and community engagement.
- Excellent critical thinking skills and the ability to exercise good judgment and solve problems quickly and effectively.
- Proficiency in identifying and assessing emerging issues, analyzing consequences and developing effective issues management strategies, providing strategic and confidential advice to senior management.
- Accomplished capacity to effectively plan, coordinate and implement a number of concurrent projects.
- Well-developed computer skills, including word processing, graphic design and electronic publishing, photo/video editing and the ability to turn ideas into visual concepts.
- Demonstrated ability to establish effective working relationships with senior management, media, public, interest groups, or other stakeholders, and with staff reports.
- Demonstrated willingness to stay informed on current trends in marketing and online communications including researching wise practices, new technologies and applications.

**Please review the job posting on [RCY's careers page](#) for details regarding preferences and other specific requirements for this position.**

## **COMPETENCIES**

### **RCY Core Competencies**

**Cultural Agility** is the ability to work respectfully, knowledgeably and effectively with Indigenous people and people of all cultures. It is noticing and readily adapting to cultural uniqueness in order to create a sense of safety for all.

**Self-Discovery and Awareness** means understanding one's thoughts, feelings, values and background and how they impact the success of the interaction and relationship, or how

they may influence one's work. It is recognizing one's own biases by tracing them to their origins, through reflection and by noticing one's own behaviour – and then intentionally seeking a way forward that positively impacts the interaction and relationship.

**Building a trust-based relationship** requires a fundamental understanding that "relationship" is the foundation from which all activities happen and that building a good relationship takes time and commitment. It is a willingness to build a personal relationship in addition to a professional one, participating in open exchanges of experiences and culture. It requires a genuine, non-controlling approach and relies upon demonstrated integrity and transparency.

### **Position Specific Core Competencies:**

**Executive Presence** involves knowledge and skills in influencing others and having an observable impact at the executive level, through personal credibility, leadership, confidence, and an understanding of other people's perspectives and interests.

**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. These people may include customers, clients, counterparts, colleagues, etc.

**Planning, Organizing and Co-ordinating** involves proactively planning, establishing priorities and allocating resources. It involves monitoring and adjusting work to accomplish goals and deliver multiple communication products on time.

### **For more information on competencies:**

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