



BCcampus Job Description: Senior Manager, Communications and Public Relations

Date: September 2023

Reporting to the Executive Director, the Senior Manager, Communications and Public Relations is responsible for enhancing the profile of BCcampus by providing strategic messaging and recommendations on how best to engage our audiences. This position provides thought leadership to BCcampus and is responsible for managing communication, marketing, and public relation operations, including proactive and reactive public relations, coaching and training staff and contractors, and monitoring performance. The Senior Manager, Comms & PR will develop and execute communication strategies, plans, and activities for public outreach, executive communications, and internal and external events, and provides strategic oversight and guidance in support of our mandate.

Through communication campaigns and initiatives, the Senior Manager, Comms & PR helps drive awareness and positioning of BCcampus services and supports all activities in pursuit of organizational priorities.

Position Outcomes

Strategic Planning:

- Develop audience-focused engagement strategies that collect and address feedback from the identified audience.
- Develop and evaluate both three-year and annual communications strategies, in collaboration with the leadership team.
- Create and execute strategic visual and verbal communication plans, encompassing both external and internal communications, to align with organizational goals.
- Lead a team of communications professionals, providing strategic oversight and guidance to effectively support brand awareness, reputation, and organizational priorities.
- Develop and manage the unit's operating budget.

Public Relations and Engagement:

- Identify opportunities for community engagement and develop public relations initiatives including campaigns, programs, and releases on products, services, events, and initiatives that positively position BCcampus with targeted audiences.
- Coordinate design, delivery, marketing, administration, and evaluation of outreach programs across a range of digital, print and other formats.
- Build and maintain strong relationships with media contacts at government ministries, post-secondary institutions, and related organizations.
- Communicate the company's strategic direction, support key priorities, and advance the company's reputation through well-designed, strategic initiatives.

- Use data-driven insights and marketing technologies to provide the right message to the right audience at the right time.
- Serve as the primary point of contact for inquiries, providing strategic and accurate responses that enhance our reputation, and facilitate meetings between community partners to determine needs and opportunities.
- Coach staff on media and public relations issues and ensure they are well-prepared to deliver key messages.

Content Development and Management:

- Design, build and deliver innovative, creative communication tactics and materials for varied internal and external communication channels, ensuring they are well managed, meet business needs, and align with business priorities.
- Collaborate with internal teams and the Events Manager to create compelling content and collateral for internal and external events.
- Develop a BCcampus social media strategy, monitor social media trends and engagement metrics, and implement strategies to engage audiences effectively.
- Ensure consistent messaging and brand voice across all communication platforms.

Stakeholder Collaboration and Leadership:

- Work closely with internal teams to integrate marketing, outreach, engagement, and communication efforts with other strategic initiatives.
- Promote thought leadership and provide strategic counsel, guidance, and support to senior leadership and internal teams on their communication needs and initiatives.
- Provide leadership and direction to a geographically distributed team of staff and contractors, including recruiting, coaching, and mentoring to inspire professional excellence and collaborative approaches.

Measurement and Evaluation:

- Establish performance metrics and track the effectiveness of strategic campaigns.
- Identify required resources and capacity to implement plans effectively.
- Conduct regular evaluation and analysis of communication efforts, providing recommendations for improvement and innovation.
- Prepare comprehensive reports to communicate the impact of all strategies to key stakeholders.

Competencies

- Strong managerial skills, including budget, organizational, project management, and problem-solving skills.
- Excellent leadership skills, including motivating, developing, and coaching teams, as well as promoting cooperation and collaboration.
- Capable of creating mutually beneficial relationships with administrators, government officials, faculty, staff, and the public.
- Effective negotiation, dialogue/conflict resolution, and diplomacy skills.
- Excellent public speaking skills with the ability to influence senior leadership, advisory board members, and other key stakeholders through effective presentations.

- Ability to demonstrate respect and cultural sensitivity when communicating with internal and external community stakeholders.
- Exceptional strategic planning abilities and future visioning to ensure success in meeting and exceeding brand positioning and affinity targets.
- Ability to assess potential outreach and engagement opportunities, create imaginative and innovative concepts, and translate them into campaigns and communications that resonate with target markets.
- Excellent understanding of brand development, creative and media strategy, and web development.
- Exceptional marketing and public relations skills, including creativity and writing, editing, and research skills, with superior knowledge of grammar, spelling, punctuation, and style.
- Ability to convert complex/difficult concepts and information into simple and compelling messages.
- Ability to conceptualize, innovate, plan, and execute ideas and to transfer knowledge and skills.
- Ability to balance pragmatic and conceptual thinking utilizing objective, factual, and valid information from a variety of sources to make informed decisions.
- Excellent sense of initiative, ability to set priorities, and work under pressure with accuracy and dedication while maintaining connection between day-to-day activities and long-term vision.

Education, Knowledge, and Experience

- 8+ years as a communications professional with progressive accountability, substantial knowledge and expertise in a complex field, and knowledge of broader related areas.
- A minimum of 5 years of management experience focused on leading and motivating teams to achieve common goals.
- Experience in B.C. post-secondary education and administration and/or government communications an asset.
- Demonstrated experience designing, developing, and delivering strategic marketing, communications, and engagement/public relations strategies for multiple target markets and evaluating their effectiveness.
- Exceptional abilities in written, visual, and oral communication, people and resource management, fiscal administration, and computer applications.
- Proven ability to work closely with, influence, and develop strong business relationships with cross-functional teams, senior leadership, board members, and external stakeholders.