

1. Position No. 81996	2. Descriptive Working Title Director, Media Relations and Issues Management		3. Present Classification Excluded Management
4. Branch Communications and Community Engagement	5. Department Media Relations and Issues Management	6. Work Location Hybrid – Site Central	Date Jun 2022; Revised Feb 2026
7. Position No. of Supervisor 13037	8. Descriptive Work Title of Supervisor Vice President (VP), Communications and Community Engagement		9. Classification of Supervisor Excluded Management

**POSITION SUMMARY**

Reporting to the VP Communications and Community Engagement, the Director, Media Relations and Issues Management is responsible for the development and implementation of the media relations and issues management strategies for BC Housing. He/she/they provides leadership to a team of professionals who support the Commission’s strategic objectives through communications planning, media relations, public events, public relations, issues management, crisis management and public affairs, including coordination with Government Communications & Public Engagement (CGPE) and Minister’s Office staff. As a member of the Communications and Community Engagement leadership team, the position works closely with the VP in assessing the organization’s strategic communications requirements, developing a broad communications strategy, and providing oversight and quality control of the implementation of media and public programs and initiatives that support BC Housing’s Goals and Objectives.

**MAJOR RESPONSIBILITIES**

1. Collaborates with the VP in the identification and assessment of the Commission’s strategic communications needs and the formulation of a comprehensive communications strategy for the organization. Provides general oversight and quality control with respect to the implementation of the media and public communications programs, policies and standards.
2. Identifies and assesses a wide range of sensitive, emerging and high-profile issues through liaising with the Communications leadership team, the Executive, and staff of the Commission. Working closely with the Manager, Media Relations and Issues Management and other Managers within the Communications branch, leads the preparation of media responses, coordinating with GCPE, and provides timely and effective communications counsel to Minister’s Office staff, Chief Executive Officer, Executive and senior management.
3. Fosters positive and strong relationships with Ministry staff, GCPE, Minister’s Office staff, partner ministries, local governments, health authorities, housing sector partners, media outlets, and journalists at a strategic level in advancing BC Housing’s media relations and issues management objectives.
4. Provides professional advice and support to the Executive and senior management with respect to communications planning, public relations, media relations, and management of emerging communications issues.

5. Leads issues management and crisis communications, including for high profile incidents and on tight timelines. Works closely with Security & Emergency Services on emergency communications and the Enterprise Risk Management team in support of corporate-wide risk monitoring and management.
6. Manages the Emergency Communications Procedure and supports the Business Continuity Plan; updates and liaises with the Branch management team and other Branches as required to ensure timely reporting of updates; reviews for accuracy and completeness and provides recommendations for improved processes.
7. Works with Branches across the commission to create and oversee strategic communications plans for programs, projects and initiatives that uphold the Branches' objectives.
8. Oversees earned media strategy, monitoring, and reporting, ensuring alignment with government direction and Commission priorities. Ensures best practices in media relations are upheld, including transparency, timeliness, accuracy, and respect.
9. Collaborates closely with the Intergovernmental Relations team to provide strategic media relations and issues management counsel, briefings, and advice to the Minister's Office and Ministry of Housing and Municipal Affairs.
10. Provides reputational and media-risk feedback on public-facing reports about BC Housing's progress towards goals and objectives, in coordination with the Intergovernmental Relations team.
11. Conducts research regarding a variety of corporate program and policy issues, assesses implications for the Commission and develops media relations and issues management plans and strategies for the effective communication of these issues to rightsholders, the general public and the media.
12. Supports the Privacy Office with responding to Freedom of Information (FOI) requests in a transparent manner and leads the assessment of FOIs from an issues management perspective, ensuring appropriate escalation of FOIs, timely reporting, and briefings to Ministry staff. Ensures privacy is upheld in communications activities.
13. Supports the VP in the development and implementation of various Branch initiatives, including development of the annual Branch Plan and with training and development for Branch staff. Works with the VP to support the Branch with planning for cross-branch strategic planning, collaboration, and reporting.
14. Plans and oversees the contribution of project teams, consultants and contractors involved in developing and implementing media communications projects and initiatives.
15. Supervises the work of staff in accomplishing the business activities of the program area. Creates a supportive and progressive environment, coaches, trains and ensures staff are provided with information necessary to perform their assigned duties. Completes performance evaluations, addresses performance issues, and takes disciplinary action, which may include suspension and the recommendation for termination. Plays a key role in recruitment activities, including hiring, promotion and demotion decisions, and recommends compensation activities for staff. Resolves grievances up to the second stage of the process. May contribute and participate on the negotiating committee as a management representative. Manages resources required to fulfill operational requirements, develops staffing plan, and recommends staffing levels to accomplish goals.
16. Performs other related duties that do not affect the nature of the job, including conducting special studies, making presentations and participating in task force, project teams, and committee work.

## **ORGANIZATION**

The Director, Media Relations and Issues Management reports to the Vice President, Communications and Community Engagement.

The Director, Media Relations and Issues Management supervises a team of staff, including excluded and bargaining unit employees.

## QUALIFICATIONS

### Education, Experience and Occupational Certification

Bachelor's degree in communications, journalism, public relations or relevant field.

Extensive experience in a communications and public affairs environment, preferably in the public sector working with diverse communities and audiences, with specific experience in strategic communications planning, event management, issues management, digital strategy, marketing, public affairs, and stakeholder relations. Considerable experience managing, mentoring, coaching and developing employees.

Or an equivalent combination of education, training and experience acceptable to the Employer.

### Knowledge, Skills and Abilities

#### Core Competencies

- Personal Effectiveness
- Communication
- Results Oriented
- Teamwork
- Service Oriented

#### Leadership Competencies

- Alignment & Results
- Team Development
- Relationship Building/Management

Extensive knowledge of the philosophies, principles and practices of communications planning and program implementation, issues management, media relations, crisis communications, and public affairs.

Extensive experience in issues/crisis management with history of successfully handling highly sensitive and complex situations.

Knowledge of the affordable housing sector and ability to learn the Commission's organization, programs and services and of related legislation and policies.

Strong strategic and analytical thinking, problem solving, project management and organizational skills.

Strong creative outlook skills.

Strong consultative, facilitation, consensus building and conflict resolution skills.

Effective leadership and interpersonal skills.

Proven ability to promote and create profile for an organization and key leaders.

Ability to lead the development and implementation of plans, strategies and programs in a deadline oriented, high profile and demanding environment.

Ability to establish a high level of rapport with the CEO, Executive and senior management, senior Ministry staff, GCEP, media, rightsholders and other external partners.

Ability to use judgment and sensitivity in presenting issues and provide leadership/direction in determining appropriate courses of action.

Proven ability to communicate effectively and creatively, both orally and in writing, within tight time frames.

Ability to develop innovative ideas and solutions.

Ability to lead, coach and motivate staff in a team environment.

Ability to work flexible hours including some evening and/or weekends with occasional travel within the province.

Ability to demonstrate an understanding of current trends and best practices in communications relevant to complex organizations, such as through accreditation (APR, SCMP) or other professional development.