



## MANAGER OF COMMUNICATIONS FULL TIME

The Cariboo Regional District (CRD) invites qualified applicants to apply for the Manager of Communications (exempt) position within the CRD. This position will be situated in Williams Lake, BC, a thriving community with all major amenities. The Regional District is known for its agreeable climate and a vast array of outdoor recreational opportunities.

**Position Summary:** Under the direction of the Chief Administrative Officer, the Manager of Communications is responsible for the overall management, coordination, and budget control of the internal and external communications program. The Manager of Communications provides expert advice to senior management and elected officials on communications and public relations policies and strategies; write, coordinate, and evaluate various communications activities within deadline, including briefing documents, speeches, public presentations, press releases; and manage website and social media sites. This position will require some travel throughout the CRD for meetings as well as participation in an active Emergency Operations Centre.

**Salary:** This is a full time, exempt position, offering a competitive salary range of \$108,712 – \$120,531 and benefits package commensurate with the successful candidate's experience and qualifications.

### Minimum Qualifications/Requirements:

- Completion of a university degree/diploma in communications, public relations, public affairs, or journalism, or equivalent experience and qualifications.
- A minimum of five years' related experience in a corporate communications environment and three years' managing employees.
- Experience working in public administration or government is a definite asset.
- IAP2 public engagement training an asset.
- Must maintain a valid driver's license.

**Work Site Location:** The Cariboo Regional Districts Williams Lake Office located at, Suite D, 180 3<sup>rd</sup> Avenue North, Williams Lake, BC. Travel within the regional district will be required. Applicants must maintain a valid driver's license.

**Hours of Work:** 9-day fortnight schedule averaging 70 biweekly hours (working a 9-day workweek in a 2-week period between Monday through Friday). The incumbent may be required to work a non-standard schedule and unexpected evenings and weekends to respond to job requirements as this position is required to provide communications expertise in an activated Emergency Operations Centre, the incumbent must have the ability to be flexible in their work schedule.

Qualified candidates wishing to apply and looking for a detailed job description please visit [www.cariboord.ca/careers](http://www.cariboord.ca/careers). Applications will be accepted by the undersigned until 4:00 pm July 7, 2025. Applications must be in the form of a resume with an accompanying letter detailing qualifications and experience relative to the position. ***When submitting an application via email, please quote Competition #25-12.***

***We thank all applicants in advance for their submissions; however, only those candidates selected for an interview will receive a response.***

Bernice Crowe, Manager of Human Resources  
Suite D, 180 3<sup>rd</sup> Avenue North  
Williams Lake, BC V2G 2A4  
[www.cariboord.ca/careers](http://www.cariboord.ca/careers)

Are you interested in relocating but want to know more about why you should make the move to the Cariboo? Learn more about our fulfilling communities, long trails, and everyday play before you make the move: [www.cariboord.ca/makethemove](http://www.cariboord.ca/makethemove).



<b>Position Title:</b> Manager of Communications	<b>Department:</b> Communications
<b>Date:</b> September 2021	
<b>Reporting Manager Title:</b> Chief Administrative Officer	
<b>Reporting Supervisor Title (if applicable):</b>	

### Position Summary:

Under the direction of the Chief Administrative Officer, the Manager of Communications is responsible for the overall management, coordination, and budget control of the internal and external communications program. The Manager of Communications provides expert advice to senior management and elected officials on communications and public relations policies and strategies.

### Essential Duties and Responsibilities:

- Develop and implement corporate and departmental communications plans, public engagement strategies, budgets and policies in support of the general goals and policies set by the organization.
- Develop and implement an annual business plan for the communications department and manage the communications budget.
- Ensure all products and messaging align with the organization's brand, including developing and implementing graphic standards and brand identity.
- Provide expert advice and direction to the management team and Board members on communication policies and strategies.
- Develop and implement strategies during crisis and issues management to minimize negative impact and identify potential problems and conflicts to ensure corporate image integrity. Serve as the lead Public Information Officer during Emergency Operations Centre activations.
- Manage and monitor media relations to promote positive media coverage, prepare news features and news releases, organize news conferences, respond to media inquiries, coach designated spokespersons or act as a spokesperson, and draft key messaging.
- Write, coordinate, and evaluate various communications activities within deadlines, including briefing documents, speeches, public presentations, and social media campaigns.
- Design, coordinate and produce external print and digital content within budget and deadline, including newsletters, public notices, advertising, project fact sheets, website copy, social media graphics, videos, and brochures.
- Organize and attend corporate and special events, such as public meetings, open houses, grand openings, inaugurations, ceremonies, and celebrations.

- Manage and coordinate the CRD's website and social media channels.
- Other duties as assigned by the CAO.

#### **Supervisory Responsibility**

- Manage employees within the department.

#### **Knowledge, Skills and Abilities Required**

- Thorough knowledge of communications and public engagement policies and practices related with a public administration environment.
- Proven knowledge of communications and public engagement plans, strategies, services, and projects for a variety of target audiences.
- Proven ability to develop and implement communications plans, report on issues, and analyze consequences using strategic thinking.
- Thorough knowledge of dealing with reporters, and media relation skills.
- Ability to manage successfully several projects at a time.
- Ability to work under pressure and meet demanding timelines.
- Strong planning, organization, and problem-solving abilities.
- Good English writing and verbal skills.
- Excellent interpersonal skills and committed as a team player.
- Ability to focus on corporate interest.

#### **Technical Expertise:**

- Develop and implement corporate and departmental communications plans, public engagement strategies, budgets and policies in support of the general goals and policies set by the organization.
- Knowledge of relevant policies, regulations, and best practices in the field.
- Proficiency in job-specific tools and software.
- Understanding of the Cariboo Chilcotin's community needs, especially for rural and environmental management.

#### **Financial Resources:**

- Develop and implement an annual business plan for the communications department and manage the communications budget.
- Order and purchase materials as required, ensuring cost-effectiveness and compliance with procurement policies.
- Monitor and submit credit card expenses for operational purchases.

#### **Education, Experience, and Qualifications Required:**

- Completion of a university degree/diploma in communications, public relations, public affairs, or journalism, or equivalent experience and qualifications.

- A minimum of five years related experience in a corporate communications environment and three years managing employees.
- Experience working in public administration or government is a definite asset.
- Must maintain a valid Driver's license.
- IAP2 public engagement training an asset.

#### Working Conditions:

- Required to be flexible and adapt to changing work demands.
- Travel required.
- Ability to attend and conduct presentations.

#### Core Competencies Required for the Job:

This position requires proficiency in core competencies, as defined by the Cariboo Regional District's Core Competency Framework (refer to Appendix A for detailed descriptions).

#### Disclaimer:

*This job description outlines the primary responsibilities and qualifications of the role. Additional tasks and duties may be assigned as needed to support team and organizational objectives.*



## Appendix A – For All Employees

### Core Competency Framework for the Cariboo Regional District:

All employees of the Cariboo Regional District require proficiency in core competencies, as defined by the Cariboo Regional District's Core Competency Framework.

#### Community and Service Orientation

- Dedication to delivering high-quality, accessible services for all communities
- Providing responsive, respectful service that reflects the Cariboo Regional District's values and meets resident needs
- Demonstrating empathy, patience, and commitment to improving the quality of life for residents

#### Clear Communication

- Effectively conveying information to diverse audiences, including public presentations and written reports
- Actively listening to understand community concerns and respond with integrity
- Maintaining transparency in all interactions, ensuring clear, honest communication

#### Team Collaboration and Partnership Building

- Working effectively within and across teams to achieve shared goals
- Fostering cooperative relationships with municipal partners and community organizations
- Respecting and supporting diverse perspectives

#### Problem Solving and Accountability

- Identifying practical solutions to challenges with transparency and fiscal responsibility
- Using data and analysis to make informed, effective decisions
- Taking responsibility for actions and decisions, maintaining integrity and accountability

## Project Management and Organization

- Planning and executing projects with a focus on community impact and resource efficiency
- Managing time and resources effectively, meeting deadlines and maintaining detailed records
- Adapting project plans to accommodate the needs of varied communities and changing priorities

## Adaptability and Responsiveness

- Responding to changing needs and priorities across the Cariboo Regional District with resilience and flexibility
- Embracing continuous learning to stay relevant and effective in a dynamic regional context
- Demonstrating openness to feedback and willingness to improve

## Cultural Sensitivity and Inclusivity

- Respecting and valuing the diversity within the Cariboo Chilcotin, including indigenous and rural communities
- Fostering inclusivity and cultural awareness in interactions with residents and colleagues
- Demonstrating empathy and understanding for diverse community needs and values

## Health and Safety Awareness

- Promoting a safety-conscious environment for both staff and residents
- Staying informed of relevant health and safety regulations
- Committing to safe practices in various settings, from urban to remote areas

## Environmental Sustainability

- Advocating for environmentally responsible practices in all Cariboo Regional District projects
- Demonstrating commitment to conservation and sustainable use of natural resources
- Supporting initiatives that promote long-term environmental stewardship in the Cariboo Chilcotin

## Emergency Preparedness and Crisis Management

- Coordinating effectively during emergencies, supporting community resilience
- Collaborating with local agencies and indigenous communities for comprehensive crisis response
- Being prepared for quick, informed action in response to emergencies and natural disasters within the Cariboo Regional District

## Leadership and Integrity

- Leading by example with honesty, ethical behavior, and commitment to the Cariboo Regional District values
- Inspiring and motivating others while fostering a culture of accountability and respect
- Acting as a positive role model, upholding high standards of professional conduct

## Strategic Thinking and Regional Vision

- Aligning actions and goals with the Cariboo Regional District's mission to build vibrant, sustainable communities
- Anticipating future community needs and adapting strategies to address long-term goals
- Understanding broader trends that impact regional development, from social to environmental