

Director of Public Relations

Unit: Executive Office

Location: Victoria, BC

Supervisor's Title: Chief Operating Officer

Approved Classification: Excluded Band 3

Who we are and what we stand for

Consumer Protection BC is a not-for-profit regulator responsible for overseeing certain sectors and specific types of consumer transactions. Our vision is a province where all citizens of BC are empowered in their transactions as a result of rigorous and consistent business compliance and through the provision of information.

We are a small team of dedicated and passionate individuals who champion our corporate values of curiosity, integrity and impact. These employee-chosen values guide the delivery of our services and can be seen in our daily work. We are an equal opportunity employer and workplace, where all individuals are supported in a safe environment that is committed to continuous learning.

What you will be doing

The Director of Public Relations will lead Consumer Protection BC's public and media relations and issues management functions. The position has both strategic and significant operational responsibilities and is the primary corporate spokesperson.

Specifically, the Director will:

- Lead all media and public relations activities on behalf of the organization, including acting as the corporate spokesperson, preparing all background materials, monitoring and responding to media inquiries, writing media releases, key messages and public statements, and liaising regularly with leadership.
- Develop and publish key organizational documents, print materials and web notices (e.g., statutory decisions and administrative action against licensed and regulated businesses), ensuring corporate information is current and accurate.
- Perform risk assessments and recommend corporate positioning in response to emerging, high-profile and delicate media, government and interest holder concerns.
- Advise the Leadership Team on efforts to safeguard the organization's reputation by identifying and managing sensitive issues.
- Develop and lead crisis communication plans and processes.
- Ensure appropriate, timely and audience-specific communications to regulated and licensed businesses by managing email lists and sending industry communications (e.g., email notices).
- Develop the annual public relations budget and exercise limited spending authority.

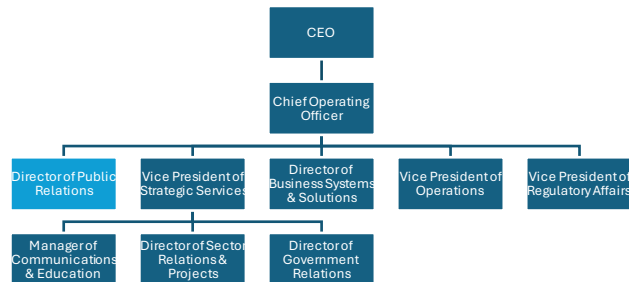
- Manage contracts for public relations activities using established contract management best practices including monitoring and evaluating work performed.
- Work collaboratively with colleagues in communications, government relations and sector relations.
- Other duties as assigned.

Who you will be working with

The Manager is expected to build positive relationships with:

- **Supervisor:** Collaborates openly, seeks input and provides regular updates on work.
- **Board of Directors & Leadership Team:** Provides expertise and advice, including data-driven reports, on issues management and public relations.
- **Other departments:** Collaborates effectively with colleagues, holding our values of curiosity, integrity and impact in mind.
- **Public:** Provides accurate information to the public through various channels.
- **Media:** Builds relationships with and manages activities related to media partners, including spokesperson responsibilities for the organization.
- **External Contractors:** Manages third-party services within scope of project.

Organizational Chart



What you should know

This role has unique working conditions and special requirements you should be aware of:

- Weekends and evening work may be occasionally required.
- Required to complete a criminal record check.
- Required to sign and adhere to Consumer Protection BC's Standards of Conduct.

What we are looking for

Education & Experience

- Completion of post-secondary training in a related field (e.g., Public Relations, Communications) and/or several years related experience in a similar environment and/or a combination of formal training and experience.
- Significant experience acting as a corporate spokesperson and participating in media interviews.

- Experience in a wide range of public relations functions in a corporate environment.
- Experience planning and implementing public relations, interest holder engagement and media relations programs.
- Writing and publishing public-facing material in a business environment.

Knowledge, Skills & Abilities

- Advanced knowledge of public education and communication methodologies and techniques.
- Ability to respond to issues and inquiries in a quick, professional and accurate manner.
- Ability to identify potential interest holder and public concerns.
- Advanced knowledge of the Office365 environment and other general web-based platforms.
- Strong project and vendor management skills.
- Highly organized, detail orientated, self-starter who thrives in a fluid environment.
- Ability to make sound decisions and respond calmly in a variety of situations, including time-critical or crisis situations.
- Excellent written communications skills including demonstrated writing and editing skills.
- Excellent verbal communication skills, including presenting for internal and external audiences.
- Excellent interpersonal skills and ability to communicate well with diverse individuals and groups.
- Ability to research content, gather statistics and provide meaningful reports.

Values & Competencies

Our corporate values guide the delivery of our services and our everyday work and behaviour:

- **Curiosity:** We seek out information in a fair and balanced approach. We create space for continuous learning and diverse perspectives.
- **Integrity:** We take ownership of and responsibility for our work. We treat others with respect and dignity.
- **Impact:** We empower others by providing resources and education. We strive to make a positive difference.

Our core competencies, those we expect every person at Consumer Protection BC to hold, are:

- **Teamwork:** The ability to work cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals.
- **Listening, Understanding & Responding:** The ability to understand accurately and respond effectively to both spoken and unspoken or partly expressed thoughts, feelings and concerns of others.
- **Service Orientation:** The desire to identify and serve others, who may include the public, colleagues, other organizations and government.

Position competencies, those we expect the successful candidate in this role to hold, are:

- **Planning, Organizing and Coordinating:** Proactively planning, establishing priorities and allocating resources to meet performance targets.
- **Conflict Management:** Developing working relationships that facilitate the prevention and/or resolution of conflicts within the organization.
- **Concern for Image Impact:** Awareness of oneself, one's role and the organization as seen by others.
- **Initiative:** Identifying a problem, obstacle or opportunity and taking appropriate action to address current or future problems or opportunities.
- **Relationship Building:** Creating ethical relationships with people who are, or may be, potentially helpful in achieving work-related goals and establishing advantages.
- **Flexibility:** Willful ability to adapt to and work effectively within a variety of diverse situations, and with diverse individuals or groups.