



## College of Physicians and Surgeons of British Columbia

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## JOB DESCRIPTION

### Manager, Communications, Communications and Public Affairs

#### POSITION SUMMARY

Reporting to the director, communications and public affairs, the manager, communications is a strategic business partner working with leaders and program staff across the organization to lead critical functions and projects. As a collaborative, perceptive, innovative self-starter, the manager, communications plays a key role in supporting the development and implementation of the College's overarching communications plan. She or he is responsible for providing communications expertise and guidance, and identifying opportunities to advance corporate objectives, including enhanced engagement with key stakeholders through targeted communications.

The manager, communications will lead simultaneous projects and assignments, including managing the development and launch of a new website, coordinating responses to media inquiries, managing a proactive social media program, and identifying opportunities to use digital media to educate and build awareness about critical College activities.

This position has supervisory oversight of two full-time communications specialists, provides clear direction to external suppliers and vendors, and is responsible for providing department leadership in the director's absence.

#### WHO WE ARE

We are a high-performing team looking for an energetic, innovative and reliable communications professional who can actively assess and manage the communications needs of internal and external stakeholders.

#### WHO YOU ARE

Our ideal candidate is a sharp, critical thinker who can act quickly and adapt easily to changing demands and competing priorities. Specific responsibilities include:

- Plan, manage and implement communications programs and activities to support all of the College's departments and programs
- Establish and maintain effective working relationships with internal and external stakeholders, including College leadership and staff, board and committee members, Ministry of Health, health authority and partner agency counterparts, collaborating on projects as required
- Work with IT partners and external vendors to manage the evolution and implementation of a new, enhanced website with custom-built functionality

- Manage the College's proactive social media program
- Write, edit and produce content for a variety of materials according to the College's established brand and document standards, templates, and editorial style guide
- Support the ongoing evolution of communications channels, including repurposing printed content for online consumption, and identifying opportunities for digital storytelling to educate and build awareness about the College's role, mandate and activities
- Provide leadership and counsel to others across the organization on communication skills development (writing and editing, key message development, presentations, etc.)
- Deliver and present at internal workshops such as the new employee orientation and onboarding sessions

## **SCOPE**

Work is performed under the general supervision of the director, communications and public affairs who provides strategic direction and broad guidance. The manager, communications is responsible for developing communications plans, schedules, budgets and timelines, determining and presenting options for communications planning to internal stakeholders, and resolving communication challenges.

While the director is advised and consulted on relevant matters, daily activities are conducted with a high degree of independence. When functioning as project leader, the manager, communications exercises sound judgment on issues, manages competing tasks and priorities effectively and professionally, and determines his/her own schedule to ensure deadlines are met.

The manager, communications collaborates with and supports other management and staff to achieve communications objectives.

## **QUALIFICATIONS**

To be considered, candidates must have:

- A relevant post-secondary degree (communications, public relations, journalism)
- Five to seven years of related experience in a corporate communications department, including experience with social and mainstream media
- Experience working in a regulatory environment, BC's health-care system, or a similarly complex setting would be considered an asset
- People management experience, including performance planning, mentoring and developing team members

## **SKILLS**

- Exceptional research, writing, proofreading and editing skills for a variety of communication materials such as website content, articles for newsletters, bulletins, briefing notes, backgrounders, news releases, and broadcast emails to the medical profession
- Able to translate complex technical concepts into plain language for different audiences; keen attention to detail is critical

- Able to communicate effectively and persuasively with all levels of the organization and with physicians, board and committee members, government, media and creative suppliers, vendors, etc. in person and in writing; able to determine the needs of other departments by listening, asking the right questions, and confirming before acting
- Superior interpersonal and oral communication skills, applied to public speaking and presentations
- Strong technical skills including web and social media content management systems, video-editing software, graphic design programs, etc.
- Superior knowledge of standard Microsoft Office programs
- Strong knowledge of current trends in digital/social media; experience developing and managing social media campaigns, including providing recommendations for new digital content, tools and strategies
- Able to work independently and as a team to accomplish multiple tasks to a superior standard; focused on achieving established department objectives
- Lead, mentor and develop a small team and create a supportive, respectful, fun working environment; promote high standards of ethics and professionalism
- Willing to take initiative, be resourceful, and fulfill the responsibilities of the position with a positive, “whatever it takes to get the job done” attitude
- Demonstrated poise and professionalism, tact and discretion

The College of Physicians and Surgeons of British Columbia has been recognized as one of BC’s top employers since 2011 and one of Canada’s top 100 employers since 2014. Our goal is to attract, develop and retain highly-talented employees. We offer an excellent working environment, opportunities for personal and professional growth, and a comprehensive benefits package.

All applications for this position must be submitted online at <https://www.cpsbc.ca/about-us/careers>.

We thank all applicants for their interest; however, only those selected for an interview will be contacted.