DISTRICT OF OAK BAY	**Job Description** **District of Oak Bay**

Position Title:	Manager, Communications
Reports To:	Director, Strategic Initiatives and Communications
Position Description Date:	January 2023
Position Reviewed or Amended	April 2025, November 2026
Positions Supervised:	Communications Coordinator

Oak Bay is guided by workplace values that foster a culture of "CARE":

- **Connected** means we serve the community and each other with friendliness, kindness, professionalism, and respect – working as one team, sharing knowledge and supporting one another.
- **Accountable** means we do what we say we will do, take pride in our work and act with integrity.
- **Responsive** means we believe that finding better ways to serve is part of our growth and that progress and personal connection can co-exist.
- **Effective** means we deliver sustainable results in ways that nourish people.

Nature and Scope of Work:

Reporting to the Director of Strategic Initiatives and Communications, and operating within a distributed communications model, the Manager of Communications supports the creation of clear, compelling communications, both proactive and responsive, that inform, engage, and build public trust. The Manager of Communications provides expert communications support and strategic advice across all levels of the organization. The Manager is responsible for collaboratively developing and implementing corporate communications policies, strategies, and engagement programs that align with Council priorities and organizational goals, while District departments are responsible for developing communications content. This position manages staff/consultants.

Key Accountabilities:

Strategic Communications & Planning

- Provides strategic counsel on communications, engagement, public relations, issues management, and emerging media trends.
- Develops, implements, coordinates and evaluates communications and public engagement strategies that align with Council and organizational priorities.
- Works with departments to develop key message strategies and identify opportunities for proactive communication for District programs, services, special events, projects and accomplishments.
- Advises on communications and engagement approaches.
- Plans and delivers public information, provides strategic communications advice during emergencies or on contentious issues, and ensures consistent messaging across all channels.
- Plans for and equips the District to respond to future communications needs.

Media & Public Relations

- Manages media relations including writing and distributing news releases and media advisories, responding to inquiries and developing key messaging.
- Provides media training and tips to departments as needed.
- Serves as District spokesperson when required.
- Adapts to evolving media landscapes, community and District needs.
- Researches and prepares issues management plans and media monitoring briefs for Council and senior staff.
- Manages grand openings and press conferences, including logistics, planning, protocol and coordination with stakeholders and media.

Community Engagement

- Promotes public participation through outreach campaigns, surveys, questionnaires, public meetings, and digital engagement tools.
- Reviews and approves community engagement materials and engagement summaries prepared by District-wide department staff and consultants.
- Provides advisory support for community engagement events, particularly for controversial or large-scale projects, and attends such events.

Digital & Print Communications

- Oversees the production of communications materials such as newsletters, brochures, election content, signage, and website and social media content.
- Manages the District website and social media platforms, ensuring up-to-date content, user experience enhancements, and alignment with digital strategy.
- Conducts research on digital trends, recommends improvements, and evaluates web effectiveness (e.g. SEO, navigation, online services).

Branding & Standards

- Maintains brand consistency across all communications tools and develops corporate communication templates and guidelines.
- Designs and establishes departmental policies, methods, and procedures related to communications.

Team & Contractor Management

- Develops Communications Department work plans.
- Supervises staff and external contractors (e.g. graphic designers, printers) involved in communications work.
- Trains staff on communications-related tools and guidelines.
- Secures contracted communications services.
- Reviews communications and engagement components of organizational Requests for Quotes/Proposals.
- Signs off on communications and engagement components of organizational Project Charters and, as assigned, Council reports.

Community Relations

- Builds and maintains strong working relationships with internal staff, elected officials, community organizations and external partners.

Measure & Evaluation

- Measures and reports on the effectiveness and outcomes of communication and public engagement initiatives.

Additional Duties

- Provides after-hours communications support as needed, and acts as the Information Officer during emergency operations.
- Performs other related duties as required.

Required Knowledge Skills and Abilities:

- Superior interpersonal and communication skills are essential.
- Strong problem solving and analytical abilities combined with the ability to produce effective products and campaigns.
- Ability to be self-directed, organized, results focused and detail oriented while working under pressure and managing competing priorities.
- Exceptional research, writing, proofreading and editing skills for a variety of communications mediums.
- Excellent computer skills are required, preferably in web-based communications, presentation programs and desktop publishing.
- Demonstrated ability in website and social media management.
- Proven capability to maintain confidentiality, manage sensitive information and to exercise a high degree of tact, diplomacy and discretion.

Qualifications and Experience:

- A degree in communications, public relations, journalism or related field.
- A minimum of seven (7) years prior job-related experience, preferably in a local government environment. Experience working with other levels of government would be an asset.
- An equivalent combination of education and experience may be considered.
- Valid BC Driver's License.
- Certification in IAP2.