

JOB DESCRIPTION

JOB DETAILS

Job Title: Senior Communications Advisor

Job ID: CO2113

Classification: Communications Officer R21

Classification Date:
(MM/DD/YYYY)

Branch: Digital Experience and Communication
Services

Unit: BRD-Digital Exp & Comm Service

Reports to: Assistant Director

Security Screening: No

Union/Excluded: BCGEU

BRANCH DESCRIPTION

The Digital Experience and Communication Services Branch is responsible for developing and delivering communication services for the BC Pension Corporation, including transforming the member and employer experience from print to digital and providing strategic communications support to the pension plan boards of trustees and the corporate board. This includes strategic communication advice, planning, research, writing, editing, creative design, video/photography, and distribution functions for digital and print application.

The branch delivers confidence-inspiring and professional communication services across a variety of communication and service channels that increases member and employer engagement in a highly regulated and rules-based environment. This includes integrated member-centric communication products and services including: web and other online communications; print publications; media and public relations; and marketing.

JOB SUMMARY

The Senior Communications Advisor reports to the Assistant Director and is responsible for developing and implementing external communications to support the programs and initiatives of the five public sector pension plans within the mandate of the Pension Corporation. The Senior Communications Advisor provides expert communications advice and direction to Boards of Trustees, senior executive and plan staff, and manages the development and execution of all communications materials. The Senior Communications Advisor ensures that the corporation effectively connects with members, member unions and associations and pension plan employers, through the planning, implementation and ongoing evaluation of strategic communications initiatives. The Senior Communications Advisor provides a full range of content services for the corporation, including researching, writing and editing a variety of communications materials for print and electronic publication.

The Senior Communications Advisor acts as the project lead in the production of multiple products on concurrent and time-sensitive production schedules. The Senior Communications Advisor supports a wide variety of programs and initiatives relating to a designated pension plan(s) and manages the flow of communication and information between boards, committees, executive staff and stakeholders through the provision of communications advice and expertise and production of publications and materials. A high level of independent decision making and judgment is required to identify issues and ensure that all information prepared and delivered is appropriate, accurate and consistent with both corporate and board standards, policy and expectations.

The Senior Communications Advisor establishes and maintains strong working relationships with numerous internal and external contacts and clients, including:

- Pension boards of trustees (comprising of plan member and plan employer representatives from each of the five pension plans), board committees and pension board Secretariat managers.
- Board Chairs of the five pension plans.
- BC Pension Corporation executive staff – CEO, vice presidents, and the corporate board chair.
- British Columbia Investment Management Corporation.
- Members of the public, including active and retired plan members.
- Pension plan directors and staff, including team leaders, senior business analysts, senior policy analysts and senior financial officers.
- Contractors and other external vendors.
- Other pension plan administrators.

JOB RESPONSIBILITIES

1. As the designated communications point of contact between Pension Boards and the Corporation:

- a) Advises the Boards of Trustees, committees, and senior plan representatives and executive, through assessing their needs, developing appropriate communications materials and providing timely information, updates, briefings and presentations.
- b) Provides expert advice and consultative feedback regarding effective communications methods at board, committee and working group meetings.
- c) Provides communications guidance, and resolves content and provide accurate preparation of materials.
- d) Monitors current communication issues of concern and identifies emerging trends that may impact the organization, and develops recommendations regarding appropriate communication.
- e) Communicates standards, process and procedures with clients to ensure understanding and compliance.

2. Creation and delivery of communications projects and initiatives to support the work and mandate of the pension plan boards:

- a) Plans, implements and evaluates a wide variety of complex projects to support the pension boards' communications strategies for the specific pension plans.
- b) Leads, coordinates and prepares a range of communications and resources related to key objectives of the pension plans.
- c) Participates in special plan/corporation communications projects and programs, as well as manages the communications aspects of cyclical projects, including production of annual reports and Member's Benefit Statements.
- d) Evaluates and measures the impact of the strategic communications plans and associated risks, mitigation strategies, stakeholder response, liability and other implications.
- e) Researches, develops, edits and disseminates a variety of publicly-available information.
- f) Interprets complex pension information into member-centric terminology.
- g) Oversees the production, printing and distribution of various publications and other communications materials, involving:
 - Liaising with graphic artists, photographers, printers and contracted service providers to determine requirements, negotiate timelines, and establish production terms and techniques; and
 - Liaising with management and staff to coordinate distribution requirements.

3. Reviews, analyses and disseminates complex pension information:

- a) Uses understanding of pension administration rules and principles to analyze information requirements for members and employers and provide expert communications advice;
- b) Uses judgment and advice of senior policy advisors in the interpretation of complex pension information, pension plan rules and relevant legislation; translating technical language into business or plain language writing style to assist clients' understanding;
- c) Develops and implements planning principles, best practice guidelines, evaluation criteria and professional communications standards for quality assurance.

4. Other tasks as required:

- a) Assigns, manages and assesses the work of external contractors, ensuring the work meets corporate and client standards.
- b) Trains and mentors new senior communications advisors.
- c) Plans, coordinates, and implements media relations and issues management strategies and services.
- d) Travel to meetings and conferences representing the corporation.

EDUCATION

Degree/Diploma Obtained

Program of Study

Bachelor's degree in a related field (Communications, Journalism, English, Public Relations).

EXPERIENCE

Years of Experience

Type of Experience

4

Required

Minimum of (4) years' of experience in the following:

- Developing a wide range of content for publication;
- Web writing, editing, and speech writing;
- Communication planning;
- Using software for word processing, spreadsheets, presentations and databases.

An equivalent combination of education, training and experience may be considered.

KNOWLEDGE, SKILLS & ABILITIES

- Considerable knowledge of general communications principles, concepts and methodologies as well as Corporation procedures, practices and protocols;

- Knowledge of various media, including print, web, computer and multi-media;
- Advanced understanding of principles of pension administration to analyze information requirements for members and employers;
- Detailed knowledge of client stakeholder communications principles, concepts and methodologies;
- Excellent written communication skills - ability to write clearly for the public and for media;
- Excellent oral communication skills - ability to present to boards of trustees and internal audiences;
- Ability to translate technical material into plain language;
- Ability to adapt and change writing styles for various audiences; ability to assess audience needs to produce audience-centric communications;
- Ability to ensure accuracy and timeliness of communications material while ensuring production standards are met;
- Proven ability to prioritize and manage multiple information project demands while under pressure, and organize a demanding workload;
- Ability to interpret and apply policy documents as they relate to communications products;
- Ability to manage resources to achieve branch/program goals and objectives including the ability to effectively negotiate with executive and senior staff on communications recommendations and deliverables;
- Ability to interpret and analyze client needs within a corporate context;
- Ability to establish and maintain strong working relationships with board members and staff in the corporation;
- Ability to communicate by providing and obtaining information in a timely manner, and at an appropriate level and format, while maintaining confidentiality;
- Demonstrated ability to plan, organize, establish priorities and deliver results on time.

CORE COMPETENCIES

Navigating Change L2

Supporting self and others through change and transition and enabling successful transformation in work products and processes.

- Invites input and feedback on proposed changes.
- Supports others in generating new and innovative approaches.
- Builds support for new approaches and initiatives.
- Shares information on change in a timely manner.
- Identifies innovative approaches to deal with situations for which no known precedent exists.
- Eliminates unnecessary work activities.

Embracing Learning L1

Contributing to a learning culture by developing self and supporting others to acquire skills and improve performance.

- Self-assesses against expectations and standards to identify own learning needs in the current position.
- Reflects on completed activities, identifying what worked well, what didn't, and how to improve own performance.
- Openly shares knowledge with other employees.
- Seeks to learn from other employees.
- Takes advantage of learning opportunities provided to meet job requirements.

Client Orientation L2

Making it easy for our external and internal clients - seeing things through their eyes.

- Anticipates clients' needs and concerns.
- Develops procedures and practices to ensure consistent service.
- Leads or participates in efforts to enhance service delivery systems and processes.
- Ensures consistency of service experience.

Accountability L2

Holding self and others accountable to deliver on commitments and to achieve desired results.

- Sets challenging but realistic goals for own area of responsibility.
- Helps people improve performance to maximize results.
- Holds people accountable for meeting established expectations.
- Evaluates progress against established goals and objectives.

Inspiring Trust L2

Inspiring confidence by demonstrating integrity and building credibility.

- Creates opportunities to build internal and external relationships.
- Demonstrates confidence in own abilities, views or decisions when challenged.
- Provides skill, knowledge and talents to resolve complex issues.
- Fosters trust by communicating consistent, reliable and accurate information.
- Builds on others' ideas to develop support.
- Helps others build confidence in themselves.
- Recognizes the contributions and successes of others.

Decision Making L2

Enabling progress by resolving issues and supporting others in taking calculated risks and making decisions.

- Involves the right people in the decision making process.
 - Makes decisions by weighing several factors, some of which are partially defined with missing pieces of information.
 - Uses sound business sense to make decisions.
 - Considers risks when identifying or recommending options.
 - Provides context and rationale for decisions.
 - Provides information to others to support decision making on complex issues.
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Organizational Focus L2

Aligning work priorities, processes and practices to achieve the strategic direction.

- Optimizes processes or practices to support the achievement of organizational goals.
- Helps team members understand the broader vision and how their work is aligned.
- Identifies broader implications of proposed positions, options and approaches.
- Makes connections between situations and patterns to improve decision making.
- Recommends approaches to address issues with a longer term perspective.