

TITLE: DEPUTY DIRECTOR OF COMMUNICATIONS

CLASSIFICATION: MANAGEMENT BAND 5

SALARY: \$100,000-\$125,000

MINISTRY: OFFICE OF THE PREMIER

SUPERVISOR TITLE: DIRECTOR OF COMMUNICATIONS

POSITION SUMMARY/ JOB OVERVIEW

Reporting to the Director of Communications, the Deputy Director of Communications is part of the team that manages communications work for the Premier.

This position ensures the overall vision of the Premier and the direction from the Director of Communications is carried out in a thoughtful and strategic way.

The Deputy Director is responsible for directing and coordinating communication strategies across government and for maintaining and enhancing working relationships with media across the province, including the Legislative Press Gallery.

The position requires leadership and sound judgement in identifying issues that require action, recommendations and resolution. The position requires attention to detail and an ability to work under tight deadlines while balancing priorities. The person who holds this role must have the ability to influence and exemplify the characteristics of teamwork, ethics, diplomacy, tact and discretion, to ensure public trust and confidence. (BEHAVIOURAL COMPETENCIES?)

ACCOUNTABILITIES/RESPONSIBILITIES:

The specific accountabilities and responsibilities for this position will be determined by the Communications Director to the Premier and may include, but not be limited to the following:

- Building and fostering the working relationship between the Office of the Premier and the media.
- Responding to media requests for information and facilitating media interviews with the Premier and other government spokespeople.
- Working closely with the Premier's Press Secretary, ensure that the Premier's media availabilities, interviews, scrums, and press conferences are developed and successfully executed.
- Writing Premier's strategic communications and media plans, key messages, speaking notes, news releases, quotes and other materials as required. Acting as spokesperson for the Office of the Premier as required.
- Ensuring the Premier's Office Senior staff are apprised of emerging issues and events that are of potential interest to the provincial media.

- Working collaboratively with Ministers, their staff, GCPE staff, all Members of the Legislative Assembly and BC Government caucus staff, as appropriate, to coordinate communications strategies, materials and events to ensure government goals and objectives are met.
- Reviewing and approving communications plans for Ministry and PO-led events as well as ensuring news releases reflect core government messages and goals.
- Providing media training to elected officials.
- Overseeing the work of the Correspondence Branch and supervising the Managing Director of the Branch.
- Reviewing, researching, and staying informed about current news media and public relations best practices.
- Completing projects as assigned by the Director of Communications.
- Being available 24-7 to the Premier, Executive Council, Chief of Staff, Deputy Chief of Staff, Director of Communications and Ministerial Staff to manage breaking issues.

QUALIFICATIONS

A combination of relevant education and experience demonstrating the following:

- Interest in and knowledge of political party platforms and policies
- Analytical problem solving and strategic planning
- Ability to comprehend complex regulations and procedures
- Thorough attention to detail and adherence to timelines
- Excellent oral and written communication skills
- Ability to lead and learn through inquiry, respect and openness
- Ability to balance multiple competing demands on resources and time
- Ability to maintain the integrity of confidential information
- Ability to work both collaboratively and independently
- Ability to establish positive, productive working relationships

CONFIDENTIALITY

As an Order in Council appointee, the Deputy Director of Communications must conduct themselves in a manner that maintains and enhances the public's trust and confidence in the public service and are accountable for upholding the Standards of Conduct for Political Staff.

The Deputy Director of Communications, must at all times, maintain the confidentiality of highly sensitive information and materials both written and verbal.

WORKING CONDITIONS

Work will be performed in an office environment. Meetings with stakeholders and partner groups may be held in offices outside government buildings. Must respond to emerging and changing priorities and issues, which may involve intense periods of work, tight deadlines and extended days. Weekend and evening work can be required on short notice. Occasional travel, including driving, may be required.

DIVISION OF DUTIES

Ministries

Both Deputies will be responsible for ensuring coordination of communication strategies across government, working collaboratively with Ministers and their staff, GCPE staff, all Members of the Legislative Assembly and government caucus staff. They are also responsible for oversight and creation of written materials as per their specific ministries.

Jen Holmwood	George Smith
AGRI MCFD CITZ EDU LBR FLNRD MIRR JTT MAH SDPR	AVED AG ENV FIN HLTH MHA PSSG TAC MOTI EMPR

Jen Holmwood

Press Secretary duties as required

Media relations and spokes (lead)

Oversight of the PO Correspondence department (lead)

Liaise with GCPE media relations team (lead)

Coordination of communications strategies, materials and events (support)

George Smith

Coordination of communications strategies, materials and events (lead)

Responsibility for content on Premier's social media accounts (lead)

Create a Metro Vancouver media outreach strategy (lead)

Liaise with GCPE media relations team (support)

Media relations and spokes (support)

Oversight of the PO Correspondence department (support)

Sheena McConnell

Approval of content on Premier's social media accounts

Develop a regional media strategy for the North with a focus on community engagement

Advise on tour and event planning

Advise on speech writing process