



MANAGER, COMMUNICATIONS & ENGAGEMENT

Purpose of the Position

The Manager, Communications & Engagement Marketing is responsible for developing and managing all communications, engagement and stakeholder relations strategies and initiatives to support the vision and mission of Greater Victoria Harbour Authority (GVHA). Critical to GVHA's success is the ability to monitor and respond proactively to all communication and stakeholder risks in its role as a respected advocate for the best marine-related use and development of the working harbour.

Position Links

Reporting to the Chief Executive Officer (CEO), the Manager, Communications & Engagement (MCE) develops and maintains relationships with:

Internal:

- Chief Executive Officer
 - Chief Administrative Officer
 - Human Resources
 - Corporate Administrator
 - Board Administrator
 - Leadership Team
- Events Specialist (ES) (direct report)
- Other GVHA Corporate, Operations and Maintenance staff
- Board of Directors

External:

- First Nations
- Member Agencies
- Stakeholders – Industry partners, business community, residents
- Media
- Community Advisors
- Customers/Clients
- Contractors/Consultants
- Community members
- Local governments
- Business Associations (e.g. Chamber of Commerce, Downtown Victoria Business Association)
- Destination management organizations (e.g. Destination BC, Destination Greater Victoria, Attractions Victoria)
- Cruise Lines International Association
Western Stevedoring

Specific Accountabilities

Communications & Engagement:

- Develops, implements, and maintains an effective strategic communications plan in consultation with the Leadership Team to build/align support for GVHA's long-term strategic and operational objectives
- Ensures that all communication and information prepared and delivered is appropriate, accurate and aligns with GVHA's strategic and business plans, and policies
- Develops and maintains a crisis communications plan in support of the CEO and other staff as required
- Maintains effective communication and coordination efforts with the Leadership Team and between departments

- Provides support to CEO for Government Relations consultants by developing messaging and communication relating to Government relations (Municipal, Provincial, Federal)
- Drafts and edits reports, updates and presentations
- Drafts media releases, media advisories, strategic initiative updates for varying stakeholders and audiences
- Oversees content production for social media posts, articles, publications, e-newsletters, etc.
- Develops website content strategy
- Drafts specialized content including Annual Reports, public business plans, CEO/Director/Member Agency presentations, etc.
- Maintains consistent messaging, strategy and execution across all communications and marketing platforms

Media Relations:

- Fosters accurate/positive media portrayal of GVHA activities by providing background information when necessary
- Develops, implements and maintains a media relations program including:
 - Acting as media contact and response
 - Seeking proactive opportunities for positive media coverage
 - Liaising with media to provide positive, consistent and credible information
 - Acting as spokesperson when delegated
 - Spokesperson training and preparation
- Oversees development and implementation of social media strategy

Stakeholder & Partner Engagement:

- Facilitates stakeholder engagement with member agencies and stakeholders and acts as a resource of information
- Develops and oversees implementation and maintenance of a stakeholder engagement program
- Ensures a high level of customer service is provided to clients/customers
- Establishes and maintains ongoing lines of communication between GVHA and clients/customers
- Supports and administers customer surveys
- Develops and implements a GVHA awareness/reputational campaign
- Develops, implements and maintains a Feedback management program/system including:
 - Updates and streamlines Feedback strategy for logging and responding to feedback received
 - Reporting on issues and trends of GVHA's stakeholders
- Chairs the organization's Community Liaison Committee

Marketing & Branding:

- Oversees all GVHA marketing/branding/advertising strategies/activities for all lines of business and facilities
- Oversees development of business development marketing as required
- Coordinates across the organization to ensure consistent application of branding guidelines (including signage program)
- Acts as the internal lead on developing and implementing GVHA's signage and wayfinding strategy
- Manages strategic marketing and communications consultants, external graphic designers and web developers/designers as required

Events:

- Oversees organization of all GVHA led/sponsored/supported/corporate events (both internal and external)
- Oversees participation in community events such as boat shows, trade shows, etc., to raise GVHA's profile
- Oversees management of all Harbour Festival activities
- Oversees GVHA's sponsorship program including creating strategy with ES

Risk Management:

- Assists CEO with strategic communications, stakeholder engagement and related enterprise-wide risk management based on Board policy
- Develops processes and disciplines around monitoring/assessing communications and stakeholder related risks and reputation management
- Identifies mitigation strategies to manage any potential stakeholder/community engagement issues
- Works with all departments to determine resources required to mitigate and/or reduce communication and stakeholder related risks
- Communicates/engages with staff and Board on communications and stakeholder related enterprise-wide risk management

Human Resources:

- Manages selection and hiring, supervision, performance management and conducting of performance reviews for direct reports
- Provides direction, training, coaching and motivation to direct and in-direct reports
- Maintains effective communication and coordination efforts with the Leadership Team and between departments

Financial Responsibility

- Develops and monitors annual budget for areas of responsibility (communications, marketing, events)
- Signing authority as per Corporate Delegation of Financial Authority Policy

Tools/Equipment

- Operates standard office equipment as well as video conferencing and audio visual equipment
- Operates computer for word processing, database, spreadsheets, electronic mail, calendar, internet, etc.
- Computer software includes Microsoft Office (Word, Excel, PowerPoint)
- Graphics design and web maintenance software an asset

Working Conditions

- Office environment and site/field environment
- Eligible for our Remote Work Policy
- Regular, full-time position
- Occasional evenings and/or weekends due to operational requirements and/or to cover corporate and community events communication (more frequent in summer months)
- Public/customer relations
- Available on call for after-hours communications assistance as needed

Experience and Education

- Post Secondary education in Communications, Public Relations, Marketing
- Minimum of 8 years experience supporting a strategic communications program in a not-for-profit environment with an emphasis on media relations and writing
- Minimum of 5 years recent, related experience in marketing role
- Experience working with a Board of Directors
- Experience working with Indigenous Peoples
- Experience in supervising communications and marketing support staff
- Experience in developing, implementing and evaluating strategic communications plans
- Experience in developing marketing plans
- Experience in event planning

- Experience in community engagement and client relations
- Experience working with a range of stakeholders under complex governance structure
- Experience with strategic and business planning processes
- Experience in project management and prioritization
- Experience implementing and executing brand strategy preferred

Knowledge, Skills, and Abilities

- Solid working knowledge of business planning, budgeting, communications, and strategic planning
- Knowledge of local issues and how local government functions
- Knowledge of GVHA policies, procedures, protocols, vision, mission and guiding principles
- Knowledge of media operations and local media interests
- Sound knowledge of various media, including print, web, computer and multimedia
- Knowledge of Board governance models
- Knowledge of quantitative and qualitative research processes
- Thorough knowledge of and proficiency with a variety of software programs including all MS Office applications, social media applications and web analytic applications
- Thorough knowledge of communications principles, concepts and techniques relating to communications program design, development, implementation and monitoring
- Excellent interpersonal, communication, public speaking, and presentation skills
- Detail oriented
- Advanced verbal, written and editing communication skills, including spelling, grammar, context and structure
- Excellent stakeholder and client relation skills
- Ability to work as part of a team
- Ability to establish and maintain effective relationships with a variety of groups or individuals to meet GVHA objectives
- Ability to exercise tact, good judgement, discretion, and flexibility when handling sensitive and complex issues and providing service to customers
- Ability to be client-oriented and to exchange information, and deliver innovative solutions to customers in a timely, professional manner
- Ability to listen, interpret, understand and act on the decision making process of Board of Directors
- Ability to manage and organize concurrent projects while taking into consideration changing priorities and deadlines, emerging issues, impact of decisions, and competing and conflicting demands
- Ability to adapt to changes in work environment, work assignments, and/or changes in organizational priorities
- Ability to manage and deliver complex, concurrent projects to successful completion within time and budgetary confines

COVID-19 Vaccination Requirement

As a federally regulated employer, applicants will be asked to provide proof of vaccination against COVID_19 during the recruiting process. Applicants who cannot be fully vaccinated based on a protected legal ground as defined in the Canada Human Rights Act may request an accommodation.

At Greater Victoria Harbour Authority, we are committed to recruiting a diverse workforce that represents the community we serve. Indigenous applicants, people of colour, all genders, LGBT2Q+ and persons with disabilities are encouraged to apply. Accommodations will be provided upon request during the selection process.