

**TITLE:** EXECUTIVE DIRECTOR, COMMUNICATIONS  
AND OPERATIONS**CLASSIFICATION:** BAND 5 (UNDER REVIEW)

## **JOB OVERVIEW**

BC's Office of the Human Rights Commissioner exists to address the root causes of inequality, discrimination and injustice in B.C. by shifting laws, policies, practices and cultures. We do this work through education, research, advocacy, inquiry and monitoring.

The Executive Director, Communications and Operations is responsible for the planning, development and implementation of the Office's strategic external and internal communications efforts, issues management and leads the Office's operations including corporate support functions such as administrative services, records management, facilities, internal project management and policy development.

A member of the senior leadership team, the Executive Director provides expert advice to the Commissioner on communications and operations matters and contributes to the office's strategic priorities to promote efficient and effective fulfilment of the Commissioner's mandate.

## **ACCOUNTABILITIES**

### **Communications**

- Leads the development and implementation of short- and long-term strategic plans to establish the communications direction, goals, and objectives that align with the Commissioner's strategic priorities.
- Provides guidance to the Manager of Communications on
  - developing and maintaining strategic relationships with counterparts and media;
  - directing the development of BCOHRC web content strategy and implementation, including user testing, and serves as the Office's web and social media strategist; and
  - Manages internal communications for a rapidly growing team and develops creative and innovative solutions to engage employees and foster open communications.
- Responds to issues of a highly sensitive and confidential nature including criticism and crisis management, acting as BCOHRC's principal communications contact.
- Leads the development of a broad range of communication materials, employing a rights-based approach, applying an intersectional lens, with a focus on disability accessibility, multilingual inclusivity and indigenous rights and reconciliation.
- Ensures communications deliverables support BCOHRC's mandate, goals, strategic plan, and priorities.
- Protects the Office's image and credibility with responsive and principled approach to communications management.

- Works closely with other senior leadership team members on the development, copy edit and release of public reports including the Annual Report and any Special Reports for the Legislative Assembly.
- Manages service contracts with various vendors and contractors related to public relations, communications, and web/graphic design activities, including the Office's website.
- Develops and implements communication policies, procedures, best practices, and performance standards that take into consideration the independent nature of BCOHRC, current legislation, and corporate policies.
- Tracks current, emerging, and contentious issues related to the OHRC's goals and objectives through media monitoring and provides timely advice to Commissioner and senior staff.

## **Operations**

- Leads the day-to-day business activities that support the operational functions of the Office including the Operations work planning process, oversees major operational initiatives and projects, and oversees operational budget and staff.
- Provides operations and communications leadership, advice to the Commissioner and/or Senior Executive Team and day to day guidance and decisions to the Manager of Operations regarding:
  - grants and contract administration
  - Financial oversight on P Cards and other expenses
  - the provision of administrative services including reception, purchasing, inventory control and asset control
  - Development and implementation of administrative and operational policies (other than finance and human resources), maintenance of the internal policy database and ensures policies are reviewed on their respective review cycle periods
  - Project management policies, procedures, standards and training
  - Records management
  - Facilities management
  - Security protocols
  - Disaster recovery management
- Discerns corporate and operational matters that require escalation to the Commissioner and implements decisions
- Executive lead with the Occupational Safety and Health Committee
- May act as Executive lead or liaison with other internal committees such as the Office's Accessibility Committee.

## **General**

- Provides leadership to the Communications and Operations team direct reports including coaching and mentoring the development of staff, conducting performance evaluations and creating learning and development and succession plans, approval of leave, response to grievances and initiation of discipline processes.

## **JOB REQUIREMENTS**

### **EDUCATION AND EXPERIENCE**

- Degree in Communications, Public Relations, or Journalism and extensive progressive experience in a senior communications role or, an equivalent combination of education and experience.

Extensive, progressive experience in a senior communications role includes:

- Recent media relations experience including building social media platforms and plans as part of an integrated communications plan.
- Experience in issues management and media relations.
- Demonstrated ability to lead and manage broader portfolio including administrative services, corporate support, project management and policy development functions.
- Experience applying a variety of supervisory techniques including coaching, mentoring and providing direction.
- An equivalent combination of education and experience may be considered.
- Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check, and/or Criminal Records Review Act (CRRRA) check, and/or enhanced security screening checks as required.

**WILLINGNESS STATEMENT: MUST BE WILLING TO TRAVEL OFTEN INCLUDING TO RURAL AND REMOTE AREAS.**

*Preference may be given to applicants with the following:*

- To complement the diversity of the BCOHRC team, preference may be given to applicants who are Indigenous, Black or racialized, people with diverse gender identities or expressions, sexual orientations, and/or, people with disabilities.
- Experience working in an environment that supports or promotes human rights, equality and justice.
- Graduate degree.
- Professional communications or additional relevant certification.
- Experience providing strategic communications advice and support to senior management.
- Experience working in an independent Office of the Legislature.
- Experience working in the BC Public Service
- Human rights experience.
- Experience engaging and communicating with Indigenous groups or communities.
- Applicants fluent in two or more languages.
- Lived experience with human rights work, which could be through your own identity and/or personal experiences related to human rights.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Commitment to and passion for human rights.
- Knowledge of general communications principles, concepts, and methodologies, including issues management, media relations, and media production.
- Knowledge of web-based strategies and current technologies used in publication development, advertising, public relations, and social media.
- Knowledge of human rights-based approaches, diversity and inclusion (GBA+), and Indigenous competencies.
- General knowledge of the B.C. Human Rights Code and other relevant legislation and regulations.
- Well-developed analytical, strategic, and critical thinking skills.
- Superior oral and written communication skills.
- Demonstrated skills, knowledge, and experience in the creation of communications and public relations materials.
- Ability to work with a variety of media and mediums to achieve the Office's communications goals.
- Ability to write, edit, and present a variety of communications materials in a format appropriate for the intended audience.
- Ability to manage multiple projects and to organize and prioritize high volumes of time-sensitive and confidential work to meet operational deadlines.
- Ability to work in a dynamic environment with changing priorities.
- Ability to function with a high degree of tact and diplomacy.

## **INDIGENOUS RELATIONS COMPETENCIES**

- **Cultural Agility** is the ability to work respectfully, knowledgeably and effectively with Indigenous people. It is noticing and readily adapting to cultural uniqueness in order to create a sense of safety for all. It is openness to unfamiliar experiences, transforming feelings of nervousness or anxiety into curiosity and appreciation. It is examining one's own culture and worldview and the culture of the BC Public Service, and to notice their commonalities and distinctions with Indigenous cultures and worldviews. It is recognition of the ways that personal and professional values may conflict or align with those of
- **Empathy** is the ability to recognize, understand and directly experience the emotion of another. It involves listening with heart, accepting their message, and staying focused on their experience rather than reacting. It means understanding that the behaviour may be connected to something outside of the immediate situation.
- **Sustained Learning and Development** means continually increasing your ability to build and maintain respectful and effective relationships with Indigenous people. Central to this competency is appreciating that there are many other cultural understandings of knowledge and ways of working that have legitimacy and deserve respect – and therefore require our continual learning and development, including direct exposure to cultural and community ways.

## BEHAVIOURAL COMPETENCIES

- **Change Leadership** involves creating a new vision for the organization and taking the required actions to ensure that the members of the organization accept and support the vision.
- **Building Strategic Alliances** involves knowledge and skills to engage in internal and external stakeholder analysis and to negotiate agreements and alliances based on a full understanding of power and politics.
- **Vision and Goal Setting** involves knowledge and skills in establishing official and operative goals for the organization/units and to establish a system of measuring effectiveness of goal attainment.
- **Creating and Managing Change** involves knowledge and skills to manage in the organization through setting direction and urgency, building a coalition of support, communicating widely, handling resistance to change and facilitating implementation of successful change actions.
- **Solving Problems Creatively** involves knowledge and skills in fostering creative problem solving in the organization through critical reflection, problem analysis, risk assessment and rewarding innovation.
- **Promoting Empowerment** involves knowledge and skills in using processes such as delegation and information sharing to enhance subordinate ownership and empowerment over their task and performance.
- **Building Team Orientation** involves knowledge and skills in developing group identity, participative decision making and open and effective communication.
- **Executive Presence** involves knowledge and skills in influencing others and having an observable impact at the executive level, through personal credibility, leadership, confidence, and an understanding of other people's perspectives and interests.
- **Governance - designing strategy and structure** involves knowledge and skills in the analysis of the environment, size of the organization, strategy and use of technology.
- **Concern for Image Impact** is an awareness of how one's self, one's role and the organization are seen by others. The highest level of this competency involves an awareness of, and preference for, respect for the organization by the community.
- **Conflict Management** is the ability to develop working relationships that facilitate the prevention and/or resolution of conflicts within the organization.
- **Handling crises** involves effectively managing risks and crises and handling public relations.

**For more information on competencies, see:**

[BC Public Service competencies list](#)

[Indigenous relations behavioural competencies](#)