



Position Title: Manager of Communications	Department: Communications
Date: September 2025	
Reporting Manager Title: Chief Administrative Officer	
Reporting Supervisor Title (if applicable):	

Position Summary:

Under the direction of the Chief Administrative Officer, the Manager of Communications is responsible for the overall management, coordination, and budget control of the internal and external communications program. The Manager of Communications provides expert advice to senior management and elected officials on communications and public relations policies and strategies.

Essential Duties and Responsibilities:

- Develop and implement corporate and departmental communications plans, public engagement strategies, budgets and policies in support of the general goals and policies set by the organization.
- Develop and implement an annual business plan for the communications department and manage the communications budget.
- Ensure all products and messaging align with the organization's brand, including developing and implementing graphic standards and brand identity.
- Provide expert advice and direction to the management team and Board members on communication policies and strategies.
- Develop and implement strategies during crisis and issues management to minimize negative impact and identify potential problems and conflicts to ensure corporate image integrity. Serve as the lead Public Information Officer during Emergency Operations Centre activations.
- Manage and monitor media relations to promote positive media coverage, prepare news features and news releases, organize news conferences, respond to media inquiries, coach designated spokespersons or act as a spokesperson, and draft key messaging.
- Write, coordinate, and evaluate various communications activities within deadlines, including briefing documents, speeches, public presentations, and social media campaigns.
- Design, coordinate and produce external print and digital content within budget and deadline, including newsletters, public notices, advertising, project fact sheets, website copy, social media graphics, videos, and brochures.
- Organize and attend corporate and special events, such as public meetings, open houses, grand openings, inaugurations, ceremonies, and celebrations.

- Manage and coordinate the CRD's website and social media channels.
- Other duties as assigned by the CAO.

Supervisory Responsibility

- Manage employees within the department.

Knowledge, Skills and Abilities Required

- Thorough knowledge of communications and public engagement policies and practices related with a public administration environment.
- Proven knowledge of communications and public engagement plans, strategies, services, and projects for a variety of target audiences.
- Proven ability to develop and implement communications plans, report on issues, and analyze consequences using strategic thinking.
- Thorough knowledge of dealing with reporters, and media relation skills.
- Ability to manage successfully several projects at a time.
- Ability to work under pressure and meet demanding timelines.
- Strong planning, organization, and problem-solving abilities.
- Good English writing and verbal skills.
- Excellent interpersonal skills and committed as a team player.
- Ability to focus on corporate interest.

Technical Expertise:

- Develop and implement corporate and departmental communications plans, public engagement strategies, budgets and policies in support of the general goals and policies set by the organization.
- Knowledge of relevant policies, regulations, and best practices in the field.
- Proficiency in job-specific tools and software.
- Understanding of the Cariboo Chilcotin's community needs, especially for rural and environmental management.

Financial Resources:

- Develop and implement an annual business plan for the communications department and manage the communications budget.
- Order and purchase materials as required, ensuring cost-effectiveness and compliance with procurement policies.
- Monitor and submit credit card expenses for operational purchases.

Education, Experience, and Qualifications Required:

- Completion of a university degree/diploma in communications, public relations, public affairs, or journalism, or equivalent experience and qualifications.

- A minimum of five years related experience in a corporate communications environment and three years managing employees.
- Experience working in public administration or government is a definite asset.
- Must maintain a valid Driver's license.
- IAP2 public engagement training an asset.

Working Conditions:

- Required to be flexible and adapt to changing work demands.
- Travel required.
- Ability to attend and conduct presentations.

Core Competencies Required for the Job:

This position requires proficiency in core competencies, as defined by the Cariboo Regional District's Core Competency Framework (refer to Appendix A for detailed descriptions).

Disclaimer:

This job description outlines the primary responsibilities and qualifications of the role. Additional tasks and duties may be assigned as needed to support team and organizational objectives.



Appendix A – For All Employees

Core Competency Framework for the Cariboo Regional District:

All employees of the Cariboo Regional District require proficiency in core competencies, as defined by the Cariboo Regional District's Core Competency Framework.

Community and Service Orientation

- Dedication to delivering high-quality, accessible services for all communities
- Providing responsive, respectful service that reflects the Cariboo Regional District's values and meets resident needs
- Demonstrating empathy, patience, and commitment to improving the quality of life for residents

Clear Communication

- Effectively conveying information to diverse audiences, including public presentations and written reports
- Actively listening to understand community concerns and respond with integrity
- Maintaining transparency in all interactions, ensuring clear, honest communication

Team Collaboration and Partnership Building

- Working effectively within and across teams to achieve shared goals
- Fostering cooperative relationships with municipal partners and community organizations
- Respecting and supporting diverse perspectives

Problem Solving and Accountability

- Identifying practical solutions to challenges with transparency and fiscal responsibility
- Using data and analysis to make informed, effective decisions
- Taking responsibility for actions and decisions, maintaining integrity and accountability



Project Management and Organization

- Planning and executing projects with a focus on community impact and resource efficiency
- Managing time and resources effectively, meeting deadlines and maintaining detailed records
- Adapting project plans to accommodate the needs of varied communities and changing priorities

Adaptability and Responsiveness

- Responding to changing needs and priorities across the Cariboo Regional District with resilience and flexibility
- Embracing continuous learning to stay relevant and effective in a dynamic regional context
- Demonstrating openness to feedback and willingness to improve

Cultural Sensitivity and Inclusivity

- Respecting and valuing the diversity within the Cariboo Chilcotin, including Indigenous and rural communities
- Fostering inclusivity and cultural awareness in interactions with residents and colleagues
- Demonstrating empathy and understanding for diverse community needs and values

Health and Safety Awareness

- Promoting a safety-conscious environment for both staff and residents
- Staying informed of relevant health and safety regulations
- Committing to safe practices in various settings, from urban to remote areas

Environmental Sustainability

- Advocating for environmentally responsible practices in all Cariboo Regional District projects
- Demonstrating commitment to conservation and sustainable use of natural resources
- Supporting initiatives that promote long-term environmental stewardship in the Cariboo Chilcotin



Emergency Preparedness and Crisis Management

- Coordinating effectively during emergencies, supporting community resilience
- Collaborating with local agencies and Indigenous communities for comprehensive crisis response
- Being prepared for quick, informed action in response to emergencies and natural disasters within the Cariboo Regional District

Leadership and Integrity

- Leading by example with honesty, ethical behavior, and commitment to the Cariboo Regional District values
- Inspiring and motivating others while fostering a culture of accountability and respect
- Acting as a positive role model, upholding high standards of professional conduct

Strategic Thinking and Regional Vision

- Aligning actions and goals with the Cariboo Regional District's mission to build vibrant, sustainable communities
- Anticipating future community needs and adapting strategies to address long-term goals
- Understanding broader trends that impact regional development, from social to environmental