

Communications Advisor - Community Engagement (Temporary)

This position will focus on community engagement and relationship building with community stakeholders.

The communications advisor contributes to the success of the CBE by building and executing communication plans that deliver results. The role makes much of CBE communication happen. Success requires:

- A talent to build disciplined and creative communication plans and to execute them brilliantly;
- Passion and flexibility to continually improve results and how results are produced by a team; and
- Personal performance that earns the confidence of internal customers and public confidence in the CBE.

To succeed, the communications advisor will:

- Work independently with internal clients to build plans and execute communications that advance the CBE's Three-Year Education Plan;
- Collaborate with Communication Services colleagues to deliver a consistent and ever-improving brand experience;
- Maintain the confidentiality of information; and
- Appropriately escalate issues and secure approvals for communication.

Every communication is an opportunity to increase public confidence in the CBE. This begins with the communications advisor, who is accountable for:

- Understanding the CBE's Three-Year Education Plan and working with internal clients to understand how their work supports the CBE's overall objectives;
- Connecting with clients to build annual communication plans;
- Using a solid understanding of the CBE, its key audiences, communication; channels and roles within Communication Services to build effective communication plans;
- Serving as a single point of contact for internal customers;
- Earning the confidence of internal customers and gaining their support for an integrated approach to communications and the CBE brand;
- Executing communication plans efficiently, creatively, and that reflect high-quality work;
- Modelling exceptional personal communication;
- Not just writing well, but also thoughtfully presenting information in the best way to achieve objectives;
- Listening through social media, formal research and other channels to identify opportunities to initiate or improve communications;
- Contributing to continuous improvement for all communications—including peer editing and coaching;
- Engaging colleagues with specialized expertise to help execute communication plans;
- Supporting an overall effort for proactive communications, including anticipating the needs of clients;
- Escalating communications issues appropriately;
- Securing proper approvals for communications;
- Handling specific projects, which may include, but are not limited to: responding to and engaging with the media; developing CBE publications; writing speaking notes; preparing spokespeople to communicate; planning and executing special events; representing Communication Services on internal committees;
- Supporting communication related to labour relations or the Board of Trustees; and
- Maintaining the confidentiality of information and adhering to policy, regulatory and legislative requirements (including the *Freedom of Information and Protection of Privacy Act*).
- Performing other related responsibilities as assigned to meet department and service delivery goals and objectives.

Qualifications:

Education and Experience

- University degree in Communications, Public Relations, Journalism or Marketing;
- Minimum five years of experience in an equivalent communications position;
- Experience dealing with the news media in a high-profile public organization is considered an asset;
- Web and intranet savvy; familiarity with html and other web-related programming languages is considered an asset; or
- An equivalent combination of directly related education and experience may be considered.

Demonstrated Skills, Competencies and Attributes

- Creative and disciplined communications problem solving;
- Ability to accept and drive change;
- Comfort in a team that dependably transfers information verbally, without writing everything down;
- Exceptional verbal, written, visual and interpersonal communication skills;
- Excellent time management skills and the ability to balance competing priorities;
- High integrity for the quality of work and how it is done, including completeness, and accuracy;
- Ability to adapt to changing priorities;
- Flexibility to work outside of regular hours when required;
- Ability to work effectively and with humour in a high pressure environment; and
- Constant professionalism required in an organization as visible as the CBE.

The successful candidate should have experience in planning and executing community engagement projects and activities. IAP2 training/certification would be an asset. Skills in project management, facilitating discussions and collaborative relationship-building are also important.

The CBE has a community engagement framework, which guides our community engagement planning and activities. The successful candidate will need to become familiar with this framework and use it to guide their work.

Community Engagement Framework link: cbe.ab.ca/dialogue

This is a unionized position with salary ranging from \$63,287 - \$90,000

This is a term position with an expected end date of August 31, 2018.

In order to ensure and maintain a safe and secure working and learning environment, applicants new to the Calgary Board of Education WHO ARE OFFERED EMPLOYMENT must complete and pass a police security clearance before employment is confirmed.

Please apply to Job ID 23455 through the Calgary Board of Education's Career website at <http://www.cbe.ab.ca/careers>