



Position Title: Senior Media Relations Strategist

Position Status: Full-Time Regular

Department: External Relations

Employee Group: Exempt

Location: 4515 Central Boulevard, Burnaby

Salary Range/ Wage Rate: Professional / Technical, Level 3B (\$108,607.20 - \$127,710.87 annually, 2024 rates)

Our External Relations Department is seeking a Senior Media Relations Strategist who will create and execute various communication materials including plans, briefs, media release, speeches, and presentations. They will prepare, maintain, and exercise departmental crisis communication plans and may act as the Info Officer in the Emergency Operations Centre. They will supervise, direct, and motivate staff and be responsible for the day-to-day management of indirect reports. In addition to media relations, the person in this position will be tasked with developing and managing communication strategies for highly confidential and sensitive issues including matters relating to HR, Finance, and other corporate functions, and will provide strategic and tactical advice to senior staff and elected officials.

You are: An experienced media relations professional with a keen understanding of how media relations integrates seamlessly with an overall communication strategy, including stakeholder relations and social media. You enjoy reading the news and sharing the news, and enjoy collaborating with a high-functioning team of professional communicators and subject matter experts to protect and promote the organization.

The Senior Media Relations Strategist reports to the Division Manager, Media Relations.

This role:

- Provides strategic and tactical communication advice to senior management and elected officials to advance the achievement of corporate priorities and enhance the organization's reputation.
- Creates and executes action plans and prepares and oversees the preparation of materials such as communications plans, opinion pieces, issues briefs, media releases, backgrounders, FAQ's, web copy, social media content, speeches and presentations.
- Works collaboratively to generate positive media coverage and raise public awareness, understanding and support for developments of corporate importance. Responds in a timely manner to media queries on operational activities ensuring relevant parties are consulted and accurate information conveyed.

- Develops and delivers the media component in support of corporate collaborations, outreach and engagement initiatives. Ensures consistent and compelling corporate messaging on key issues; participates in media training with various parties; and provides advice and guidance to staff and elected officials.
- Develops communication strategies for highly sensitive, confidential and sensitive issues including matters relating to Metro Vancouver's Labour Relations and Human Resources functions. Acts as the corporate communications lead for matters relating to Collective Bargaining on behalf of member municipalities; potential job action; formal dispute resolutions; as well as grievances, discipline and employment terminations.
- Prepares, maintains, and exercises departmental and crisis communication plans. May act as supporting communications lead in Emergency Operation Centre and participates as a member of the Crisis Communications Team.
- Monitors current events and public issues anticipating and assessing emerging issues and potential impacts. Develops strategies that support corporate priorities and influence stakeholder understanding and acceptance of key positions and activities.
- Supports the Division Manager in building relationships with member municipalities and key internal / external stakeholders.
- Supervises, directs and motivates staff in the Media Relations division towards division, department and corporate objectives. Responsible for the day-to-day management of in-direct reports, including assigning priority activities, and monitoring the progress and quality of work. Supervises the execution of news and social media relations projects; ensures work is performed on schedule and in accordance with acceptable quality standards; and consults and informs the Division Manager as appropriate.
- May contribute to preparing the Media Relations budget and works with the Division Manager to monitor and control spending to ensure the effective and efficient expenditure of allocated funds.
- Performs other related duties as required.

To be successful, you have:

- 7 years of recent, related progressive experience supplemented by a university degree in communications, public relations, journalism or other related discipline; or an equivalent combination of training and experience.
- Canadian Public Relations Society or International Association of Business Communicators professional designations are desirable.
- Sound knowledge of best practices for media engagement, management of significant issues and crisis and emergency communications strategies.
- Sound ability to provide strategic and tactical communications advice and create and execute action plans for operational, emergency, and crisis communications services.
- Ability to work under broad direction and use significant independent judgment to problem solve when more than one option is possible. Ability to identify opportunities to address emerging needs.
- Excellent oral and written communication skills, including the ability to effectively listen, persuade others, and support the resolution of problems. Handles politically charged situations adeptly and smoothly.
- Excellent attention to detail and flexibility to adjust to rapidly changing circumstances.
- Ability to build and maintain effective working relationships with internal and external contacts under circumstances that may be highly political and sensitive.
- Ability to establish clear expectations and effectively resolve differences in sometimes highly adversarial situations.

- Ability to meet timelines and objectives under considerable pressure and constraints; demonstrates persistence in overcoming obstacles.
- Ability to analyze, interpret and make recommendations on complex issues.
- Strong organizational skills including the ability to meet timelines and objectives requiring persistence to overcome obstacles.
- Proficiency using Microsoft office programs, including Word, Excel, and Outlook.
- Valid BC Class 5 Driver's License

Our Vision:

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.

We are committed to diversity, equity and inclusion and being representative of the region we serve. We invite all qualified candidates to apply including Indigenous People, visible minorities, immigrants, 2SLGBTQI+, all genders and persons with disabilities. Accommodations will be provided upon request during the selection process.

Please follow this link <https://metrovancover.org/about-us/careers> to our Careers page where you can submit your application by December 8, 2023.