



Manager, Communications (Contract, Full-time)

ABOUT THE POSITION

The Manager, Communications maintains a thorough understanding of the Industry Training Authority's (ITA) business strategies, internal/external operating environment, and lines of business.

The Manager ensures the organization has a good understanding that an increase in the visibility and attractiveness of skilled trades, apprenticeship, ITA programs and initiatives to the public and a variety of partners and stakeholders, supports the organization in meetings it goals.

The Manager has a clear understanding of the importance of maintaining and enhancing the reputation of ITA, its leaders and its stakeholders through issues management and proactive communications.

The Manager role supports the promotion of awareness of skilled trades and supports raising the profile of our organizational and its role across B.C. and with key stakeholders.

The Manager supports the Director in their role in identifying communication opportunities and partnerships – both internal and external - to reinforce and support the fulfilment of ITA's mandate.

This is a temporary, contract role for approximately 15 months and will report to the Director, Communications.

Join ITA and be part of a highly engaged organization that is named one of BC's Top Employers and certified Great Place to Work!

Submit your cover letter and resume by email before the closing date listed on our careers page to HumanResources@itabc.ca.

RESPONSIBILITIES/ACCOUNTABILITIES

MARKETING AND COMMUNICATIONS OPERATIONS: The Manager supports the development of an annual communications/resource plan with accompanying budget that is aligned to the multi-year strategic plan and Mandate Letter for ITA that includes how to measure and identify whether the objectives of the plan and programs were met. This plan is focused on activities in five main areas: reputation management, reputation building, brand management, brand strategy and leadership positioning. Tactics and activities that will be delivered throughout the calendar year include but are not limited to reactive and proactive external communications, issues management, internal communications strategy, event management, paid media management, digital tools oversight, media relations and speaking opportunity management. The manager also supports resource planning through procurement processes and agency relationships.



MARKETING AND COMMUNICATIONS STRATEGY, CAMPAIGN AND CONTENT OVERSIGHT: The Manager works with the director to identify opportunities to design strategies and campaigns to help advance the priorities and business objectives of ITA, its departments and its key stakeholders. The manager leads the creation of these strategies and campaigns and is responsible for reporting on their success based on identified KPIs, often in conjunction with other internal departments, government, and key stakeholders. The manager also oversees the communications content strategy, calendar and monthly reporting and is responsible for making decisions on platforms and channels and optimizing content performance.

ISSUES AND CRISIS MANAGEMENT: The Manager works with the Director to build and maintain the crisis communications plan and issues management escalation matrix. The Manager is trained and responsible for leading crisis communications in the event that the Director is unavailable.

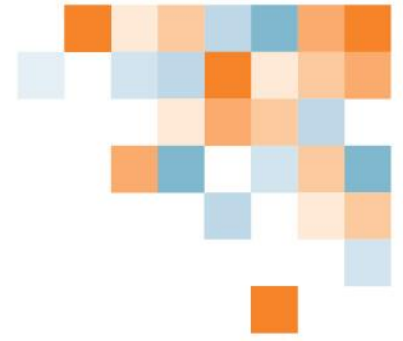
LEADERSHIP POSITIONING: The Manager works with the director to develop and execute an ongoing communications strategy focused on raising the profile of ITA, ELT, other employees, and stakeholders to both reactively respond and proactively raise the profile of skilled trades opportunities, ITA programs, and the organization in B.C. Includes working with stakeholders and government to achieve.

DEPARTMENTAL SUPPORT, FUNCTIONAL ADVICE and CORPORATE BRAND MANAGEMENT: Works collaboratively with all departments to provide strategic counsel and ensure consistent and brand aligned communications messaging and activities are coordinated and aligned with corporate strategy. The Manager supports the creation and maintenance of communications policies, procedures, and branding guidelines. Supports board management, ELT and other departments in providing communications guidance.

TEAM LEADERSHIP: Work collaboratively with all members of the Management team to ensure effective use and deployment of resources. Lead direction/feedback to selected staff within the Department, including staff development and training. Holds team members accountable for their contributions to the strategic goals of ITA. Role models collaborative approaches to communication and innovation and actively seeks ways to enhance the work environment.

EDUCATION/EXPERIENCE

- A Bachelor's Degree in Communications, Public Relations or Journalism is required for this role
- 5+ years experience in marketing, corporate communications, digital communications, branding, public and media relations, or equivalent combination of education and experience considered
- 5+ years of management experience would be beneficial for this role
- Knowledge of work in government is required for this role
- Strong understanding of marketing and communications principles, strategies, and techniques
- Proven experience in the execution of strategies and plans to support business strategies
- Deals with conflict in a diplomatic and professional manner; maintains dignity and respect during conversations; persuasive influencer and effective negotiator
- Demonstrated experience in building and enhancing relationships with a broad group of stakeholders and professionals
- Knowledge of BC's trades training and apprenticeship system is an asset



WHO WE ARE

The **Industry Training Authority (ITA)** is a crown agency that is responsible for leading and coordinating the skilled trades training and credentialing system for the province. ITA provides strategic leadership, policy support and customer services to help apprentices, employers and industry. ITA sets program standards, maintains credential records and issues the highly regarded Interprovincial Red Seal and B.C. Certificate of Qualifications (C of Q) credentials.



COMPENSATION

Annual Salary Band 6: \$94,713 - \$122,569

Salary to commensurate with experience. The ITA offers a highly competitive benefits package and perks which include:

- Flexible working schedule, floater days, and a 37.5 hour work week.
- Eligible for pension contributions.
- Healthy Living Program, In-house Gym
- Extensive Extended Health and Dental Plans that are 100% employer paid

HOW TO APPLY

If this sounds like you, we look forward to hearing from you! Submit your cover letter and resume by email before the closing date listed on our careers page to HumanResources@itabc.ca. All applicants will receive an emailed response confirming receipt of their resume submission.

We kindly ask that applications be sent by email, and we ask for no phone calls and/or in-person applications. Due to a high number of applications the ITA receives, only applicants who are selected for an interview will be contacted.

ITA is committed to providing a healthy and safe environment for all its employees and recruitment candidates. With that, our hiring process will occur in a virtual environment. We sincerely thank all applicants for their interest to join ITA.