

About the Role:

The Chilliwack School District is seeking applications from innovative and visionary leaders who have a passion for building partnerships, fostering equity, engaging with the community and driving large organizations toward their goals. Reporting directly to the Superintendent of Schools, our Communications Manager will play a crucial role in shaping the ongoing work of the District, Board of Education, and school communities.

Key Responsibilities:

- Develop and coordinate strategic communication programs for the Board of Education and its partners.
- Lead the development of media strategy, including releases, speeches, and conferences.
- Create Board of Education publications, briefs, and reports.
- Provide advice and support on effective communications to the Board of Education and district administration.
- Identify strategic improvements to internal and external Board of Education communications.
- Participate in Board of Education activities as required.
- Be an effective advocate of the Board of Education Strategic Plan and Goals.
- Develop and execute annual communication plans, monitoring progress and engaging external service providers.
- Plan, write, and produce content for digital and print platforms.
- Oversee the District Social Media strategy, ensuring engaging and professional content.
- Monitor social media platforms for content concerning the District and the Board of Education.
- Evaluate and ensure effective communication on websites.
- Contribute to an organizational environment for shared responsibility in positive communications.
- Establish, maintain, and ensure access to image and video assets while ensuring compliance with regulations.
- Identify media relations opportunities, respond to media inquiries, and strengthen relationships with local, provincial, and national media.
- Maintain and foster relationships with the community, external agencies, and partners.

Are You the Ideal Candidate?

As a valued member of the District's leadership team, you will uphold our Vision, Mission and Values as you move the strategic plan forward in your everyday work. You are a visionary leader that values equity, collaboration and professionalism. You rely upon your extensive knowledge of communications, community engagement, and administration to achieve positive outcomes for an organization you are passionate about. As a dynamic, high-energy leader, you offer excellent interpersonal and problem-solving skills.

Qualifications:

- Experienced communications professional, preferably in public education.
- University degree in journalism, public relations, communications, or a related discipline.

- 5-10 years of communication planning and project management experience.
- Proven experience in managing media relations programs and effective interaction with media.
- Strong verbal and written communication skills, along with excellent interpersonal and computer skills.
- Demonstrated ability to navigate effectively through diverse individuals and groups within and outside the organization.
- Experience providing strategic communications counsel and support.

Salary Range: \$88,461 to \$110,576, commensurate with experience

Our District

Chilliwack School District No. 33, located at the eastern end of the Fraser Valley, is one of a few growing school districts in the province. It covers approximately 1,825 square kilometers including the City of Chilliwack and the surrounding areas of Yarrow, Cultus Lake, Sardis, Vedder, Rosedale and Greendale. The District is privileged to operate within S'olh Temexw, the traditional territory of the Stó:lō People, with support from ten First Nations. We are honoured to serve students from many Indigenous nations and Metis within our student population.

The District serves the educational needs of approximately 14,500 full and part-time students through 20 elementary (K-5), 5 middle (Gr. 6-8), 2 elementary middle (K-8), 5 secondary schools (Gr. 9-12), plus 1 Distance Education and 1 District Alternate school. SD33 is dedicated to creating a safe, caring, and healthy learning and working environment that is inclusive of the diversity of their entire learning community. With a strong commitment to its Indigenous learners, SD33 sees decolonization and the Truth and Reconciliation Commission's Calls to Action as parts of its core mission.

Chilliwack offers a small-town feel with big-city facilities. Close to Vancouver in the beautiful Fraser Valley, Chilliwack is where you come for the great opportunities and stay for the lifestyle.

How to Apply

If you're ready to shape communication strategies, engage communities, and amplify the District's voice, we encourage you to submit your application today. The application deadline is **February 9, 2024**.

To apply, please visit www.makeafuture.ca/chilliwack.

For any questions or further information, please do not hesitate to reach out to:

Rachael Green, Assistant Director of Human Resources
School District No. 33 (Chilliwack)
Phone: 604-792-1321

Chilliwack School District is committed to diversity and inclusion, and encourages candidates who self-identify as Indigenous, LGBTQIA2S+, a member of a visible minority and/or a person with a disability to apply for all positions within the School District.