



## Chilliwack School 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. The District is privileged to operate within S'olh Temexw, the traditional territory of the Stó:lō People, enriched by the cultural heritage of the Pilalt, Sema:th, and Ts'elxwéyeqw.

Our district serves approximately 14,500 students and employs around 2,100 dedicated employees. Here, you'll find a diverse, inclusive, and forward-thinking environment committed to creating a safe, caring, and healthy learning and working environment. Embracing our core values of Inclusion, Diversity, Kindness, Equity, and Innovation, we collectively strive to meet the present needs of our students, employees and community, while remaining flexible to anticipate and respond to future priorities. Syós:ys lets'e th'ále, lets'emót – one heart, one mind, working together for a common purpose.

## About the Position:

We are seeking applications from innovative and visionary leaders passionate about community engagement, equity, and advancing the goals of a large public organization. Reporting directly to the Superintendent of Schools, the Communications Manager will play a vital role in shaping the District's communication strategies and engaging with our community and stakeholders.

## Core Responsibilities:

- Develop and personally execute strategic communication programs for the Board of Education and its partners.
- Manage media relations, including crisis communication, responding to media inquiries, and proactive engagement.
- Create and oversee all content for digital, print, and multimedia platforms, ensuring accessibility and inclusivity.
- Provide direct strategic communications support and counsel to senior leadership and administration.
- Develop and implement annual communication plans, monitor progress, and manage external service providers when needed.
- Lead and manage the District's social media strategy, personally creating engaging and professional content.
- Monitor media and social platforms for relevant content and respond as appropriate.
- Oversee and manage district-wide communications tools, ensuring compliance with accessibility standards.
- Establish and maintain a digital asset library for the District, ensuring compliance with regulations.
- Foster relationships with local, provincial, and national media, as well as community stakeholders and partners.

**Salary Range:** \$96,420 to \$120,526. Total rewards package includes competitive salary, benefits, pension and professional development opportunities.



## Are You the Ideal Candidate?

As a key member of the District's leadership team, you will uphold our Vision, Mission, and Values, advancing our strategic plan through your work. You are a dynamic and visionary leader who values equity, collaboration, and professionalism. You bring extensive experience in communications, community engagement, and leadership, with a strong ability to manage complex projects and drive positive outcomes.

## Qualifications:

- Post-secondary degree in journalism, public relations, communications, or a related field.
- Minimum 5 years of experience in media relations, crisis communication, digital and print content creation, and strategic communications support to senior leadership.
- Proven experience in communication planning, project management, and a commitment to accessibility and diversity.
- Proficiency in visual design, video production, and multimedia tools, with knowledge of accessibility standards.
- Strong verbal and written communication skills, with the ability to effectively engage diverse audiences.
- Ability to navigate and collaborate with diverse individuals and groups, both internal and external.
- Knowledge of public education issues, with experience addressing sensitive topics inclusively and culturally responsively.
- Leadership skills to foster innovation, inclusivity, and a positive working environment.

## How to Apply:

If you're ready to shape the District's communication strategies, engage communities, and amplify our voice, we encourage you to apply. Submit your application by **October 7, 2024, 3:00 PM**. In addition to a cover letter and resume, your application package should include:

- A **portfolio** showcasing samples of your visual, written, and multimedia work. This should include examples that demonstrate your ability to create content for digital, print, and social media platforms, as well as any video production or graphic design work.
- **Three recent and relevant references** who can speak to your qualifications, experience, and expertise in communications, media relations, and leadership. Please include their contact information and relationship to you.

To apply, visit [www.makeafuture.ca/chilliwack](http://www.makeafuture.ca/chilliwack).

For further information, please email [careers@sd33.bc.ca](mailto:careers@sd33.bc.ca).

***Chilliwack School District is committed to diversity and inclusion. We encourage applications from candidates who self-identify as Indigenous, LGBTQIA2S+, a member of a visible minority, and/or a person with a disability.***