



British Columbia
School Trustees
Association

Title: Advocacy and Public Relations Manager

Closing Date: July 31st, 2024

Purpose

The British Columbia School Trustees Association (BCSTA) is seeking an Advocacy and Public Relations Manager. Working closely with BCSTA's board, chief executive officer (CEO) and communications team to use effective communications and government relations strategies in support of BCSTA's strategic goals while ensuring quality, excellence and consistency in all BCSTA communications.

This position is responsible for working with the CEO to develop and execute a media-relations strategy establishing BCSTA as a go-to source for information on K-12 education-related matters. This position will work to enhance BCSTA's media presence and will be primarily responsible for advocacy and public relations. Working with the communications team, this position will also participate in development of BCSTA's publications and resource materials including content creation, issue analysis and member communications.

Key Responsibilities

Media Relations and Communications:

- Plan media-relations strategies and pitches and coordinate media interviews.
- Create key messages and briefing notes on emerging issues.
- Generate proactive media coverage, including editorials and blog posts.
- Provide strategic advice, media support to BCSTA's president, vice-president, CEO and board
- Make sure BCSTA is the go-to contact for media by providing dependable, prompt responses and follow-up.
- Write and distribute media releases.
- Develop and execute issues-based communications campaigns.
- Distribute daily news summaries, monitor sector news.
- Maintain and update BCSTA's media contact database.
- Position BCSTA as a leader in public education discourse.

Government Relations and Advocacy

- Ability to create and implement a strategic advocacy plan
- Develop and implement government relations and advocacy strategies.
- Lead targeted campaigns to promote awareness and support for boards of education.
- Craft persuasive advocacy materials to effectively communicate BCSTA's positions.
- Manage opinion polling and surveys to support media and advocacy strategies.

Content Creation and Management

- Work with the communications department in delivering social media content in coordination with the graphic design and social media coordinator.
- Monitor and review communications content for quality, accuracy and appropriate messaging.



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- Responsible for the production of newsletters including the production of BCSTA's Weekly digital newsletter.
- Coordinate translation as needed, evaluate materials for accessibility and diversity.

General Responsibilities

- Participate in developing and achieving association goals and objectives.
- Support BCSTA events as assigned.
- Support assigned committees, branches and working groups.
- Related duties as assigned.

Requirements

- Undergraduate degree or diploma in communications, journalism or a related discipline preferred or a combination of education and experience.
- Five year's experience in public/media relations.
- Experience supporting a senior management team or board of directors.
- Experience liaising with media and coordinating media events and news conferences.
- Strong understanding of information technology.
- Demonstrated understanding of social media best practices in a political environment.
- Advanced knowledge of Microsoft Office.
- Exceptional writing skills.
- Thorough understanding of social media and experience using multiple social media tools in a business environment.
- Political understanding and experience working with government relations.

Preferred Abilities, Knowledge, Skills and Competencies

- Knowledge and experience in the K-12 education sector.
- Comfortable in a politicized environment and ability to respect confidentiality.
- Strong time-management skills with an ability to prioritize tasks.
- Superior interpersonal skills and ability to work with a wide range of constituencies in a polite, tactful and professional manner.
- A responsive and respectful work attitude.
- Collaborative with a strong team and customer-service focus.

The salary range for this position is \$75,948 – \$83,893 along with a comprehensive benefit plan.

Please send a cover letter and resume no later than July 31st, 2024, to:

Carmen Batista, Director, Human Resources and Labour Relations

cbatista@bcsta.org

Subject: **Advocacy and Public Relations Manager**



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All candidates must be available for face-to-face interviews at BCSTA's office

About BCSTA:

The British Columbia School Trustees Association serves and supports BC's member boards of education in their key work of improving student achievement. At the local level, as boards seek to engage their communities in this work, BCSTA provides professional development, legal counsel and communications support. Provincially, our non-profit Association acts as a strong, unified voice for member boards of education in advocating to government, other education partners, and the public on matters affecting public education. For more information, please visit www.bcsta.org.