

Manager of Communications & Education

Unit: Strategic Services

Location: Victoria, BC

Supervisor's Title: Vice President of Strategic Services

Approved Classification: AO24

Who we are and what we stand for

Consumer Protection BC is a not-for-profit regulator responsible for overseeing certain sectors and specific types of consumer transactions. Our vision is a province where all citizens of BC are empowered in their transactions as a result of rigorous and consistent business compliance and through the provision of information.

We are a small team of dedicated and passionate individuals who champion our corporate values of curiosity, integrity and impact. These employee-chosen values guide the delivery of our services and can be seen in our daily work. We are an equal opportunity employer and workplace, where all individuals are supported in a safe environment that is committed to continuous learning.

What you will be doing

The Manager of Communications & Education designs, manages and administers a variety of marketing and communications programs to educate consumers, maintain a consistent brand, and meet organizational goals. This position is a temporary leave coverage role focused on continuity, execution, and stewardship of established communications programs and systems.

Specifically, the Manager will:

- Implement and maintain the approved communications/consumer education plan and long-range strategies.
- Coordinate execution and reporting on existing education and communications programs, including tracking performance metrics and reporting on results to leadership.
- Monitor internal and external trends and issues and flag emerging risks or time sensitive opportunities to leadership.
- Maintain established systems and processes for the effective implementation and monitoring of campaigns and communication projects.
- Manage day-to-day delivery of existing social media channels, consumer email marketing, online advertising, and other promotional activities.
- Administer and enforce existing online community guidelines by responding and cross-training other teams to respond tactfully to public-facing questions, criticism and emerging consumer issues.
- Apply and uphold brand standards and policies, ensuring consistent use of the corporate brand and related images, logos and other public-facing content.

- Administer marketing and communications contracts, including coordinating deliverables, monitoring vendor performance and supporting contract extensions or renewals where required.
- Jointly manage and support the design, development and publication of public-facing information on the website ensuring corporate information is current and accurate.
- Support a website redesign to ensure campaign and marketing needs are met, including analytics integration, landing page development, and brand alignment.
- Oversee the creation of the annual report by writing, designing and collecting/coordinating input from various departments.
- Manage the approved communications and campaign budget, monitoring expenditures and ensuring compliance with established financial policies and processes.
- Provide supervision to the Communications & Education Coordinator, including performance management, assigning tasks, and offering mentorship as needed, all within the company's positive corporate culture and people-first leadership approach.
- Other duties as required.

Who you will be working with

The Manager is expected to build positive relationships with:

- **Supervisor:** Collaborates openly, seeks input and provides regular updates on work.
- **Other departments:** Collaborates effectively with colleagues, holding our values of curiosity, integrity and impact in mind.
- **Public:** Provides accurate and consistent information to public through various channels.
- **External Contractors:** Administer third-party services within scope of project.

Organizational Chart



What you should know

This role has unique working conditions and special requirements you should be aware of:

- Required to complete a criminal record check.
- Required to sign and adhere to Consumer Protection BC's Standards of Conduct.
- Required to be a member of the BC General Employees' Union.

What we are looking for

Education & Experience

- Completion of post-secondary education in a related field (e.g. Marketing, Communications, Commerce) and/or several years' related experience in a similar environment and/or a combination of formal training and experience.
- Experience in writing and producing communications material in a business environment.
- Proven experience implementing and managing paid advertising campaigns on Meta, including audience targeting, budget allocation, and optimization.
- Experience using WordPress to create, edit, and publish web content, including landing pages and blog posts with an understanding of SEO fundamentals,
- Proficiency in Google Analytics (GA4), including analyzing traffic sources, user behavior, identifying opportunities and reporting relevant results as necessary.
- Experience using Mailchimp (or similar email marketing platforms).
- Familiarity with survey and feedback tools such as SurveyMonkey to design surveys, analyze data, and report relevant results.

Knowledge, Skills & Abilities

- Knowledge of marketing and communications strategies, including social media platforms and marketing tools.
- Knowledge of desktop publishing, internet technology and web tools.
- Knowledge of graphic design, videography, and other mixed media technologies, including editing and website design software.
- Strong project and vendor management skills.
- Highly organized, detail orientated, self-starter who thrives in a fluid environment.
- Make sound judgments on the content and style of communications materials.
- Excellent written communications skills including demonstrated writing and editing skills.
- Excellent interpersonal skills and ability to communicate well with diverse individuals.
- Ability to review, analyze and extrapolate meaningful information from primary and secondary research and present effectively to leadership.

Values & Competencies

Our corporate values guide the delivery of our services and our everyday work and behaviour:

- **Curiosity:** We seek out information in a fair and balanced approach. We create space for continuous learning and diverse perspectives.
- **Integrity:** We take ownership of and responsibility for our work. We treat others with respect and dignity.
- **Impact:** We empower others by providing resources and education. We strive to make a positive difference.

Our core competencies, those we expect every person at Consumer Protection BC to hold, are:

- **Teamwork:** The ability to work cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals.

- **Listening, Understanding & Responding:** The ability to understand accurately and respond effectively to both spoken and unspoken or partly expressed thoughts, feelings and concerns of others.
- **Service Orientation:** The desire to identify and serve others, who may include the public, colleagues, other organizations and government.
- **Flexibility:** The ability and willingness to adapt to and work effectively within a variety of diverse situations, and with diverse individuals or groups.

Position competencies, those we expect the successful candidate in this role to hold, are:

- **Planning, Organizing and Coordinating:** Proactively planning, establishing priorities and allocating resources to meet performance targets.
- **Initiative:** Identifying a problem, obstacle or opportunity and taking appropriate action to address current or future problems or opportunities.
- **Innovation:** Encourages self and others to think creatively and make improvements; supports implementation of new ideas.
- **Relationship Building:** Creating ethical relationships with people who are, or may be, potentially helpful in achieving work-related goals and establishing advantages.