

A CAREER BALANCING

WORK LIFE



MANAGER, PUBLIC AFFAIRS

The Manager, Public Affairs is responsible for developing and administering strategic communications related to workplace health and safety. The position directs all prevention public affairs, community relations and marketing projects and serves as a key conduit for WorkSafeBC with the news media on proactive prevention communications. The Manager consults broadly with internal clients on a variety of issues and develops communication solutions that result in increased awareness of prevention programs and initiatives and WorkSafeBC. The position provides leadership and direction to assigned staff and is responsible for managing the activities of the assigned area to ensure the effective delivery of services and implementation of WorkSafeBC and divisional policies and programs. The Manager, in consultation with the Director and the Senior Executive Committee, delivers key messages, through a variety of media and channels, to internal and external stakeholders in support of WorkSafeBC's overall strategic plan.

As a qualified candidate, you're able to:

- The ability to develop, design, implement, coordinate and manage all strategic prevention communications aimed at promoting workplace health and safety (including but not limited to industry trade shows, print media, advertising strategies and health and safety campaigns)
- The ability to direct all prevention public affairs, community relations and marketing projects in order to ensure that the board's message reaches its target audiences of workers and employers of the province
- The ability to manage media relations activities on a proactive basis by regularly presenting to media events and campaigns that will showcase WorkSafeBC as a champion of health and safety
- The ability to provide advice, guidance and direction to assigned staff and others on policies, business plans and operational matters relating to media relations

You possess the following experience and educational background:

- A degree or diploma in Communications, Journalism or Public Relations

- Minimum of 8 years' public affairs, broadcast or print journalism experience
- Minimum of 2 years experience at the mid to senior management level
- An equivalent combination of education and experience.

Balance and wellness

As a leader in promoting healthy and safe workplaces, WorkSafeBC believes the health and wellness of our employees depends on a solid work-life balance. As a member of our staff, you'll have access to services that can help you get the most out of work... and life.

- **Health and fitness:** We offer many ways for you to keep healthy and fit. Our Richmond office includes a fitness program offering equipment and classes, and staff outside Richmond is reimbursed the cost of gym memberships.
- **Self-funded leave:** Contribute 20 percent of your salary annually for four years, then take the fifth year off and use your accumulated funds.
- **Care and nurturing:** Take an unpaid leave of absence for the care and nurturing of your children.

More information on this position and information on how to apply is available at www.worksafebc.com/careers.