



SCHOOL DISTRICT NO. 73
(Kamloops-Thompson)

Employment Opportunity

Director, Communications and Board Administration

Secwepemcúl'ecw yí7élye ell

*We respectfully honour and acknowledge that we are living and working
in the territory and lands of the Secwepemc People.*

The Opportunity

SD73 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.

Guided by the District's vision, mission, motto, theory of action and goals, the Director of Communications and Board Administration will assist the Superintendent in fulfilling the general and specific aspects of the role description for the Superintendent as defined in the [School Act](#) and [Board policy](#). The Director of Communications and Board Administration is directly responsible and accountable to the Superintendent.

The Director of Communications and Board Administration will have specific responsibilities in the areas of communications, community engagement, promotions/marketing, policy/administrative procedures, organizational management, Superintendent relations, and Board administration.

As a member of the District's leadership team, 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.

The Board of Education

The key focus for the Kamloops-Thompson Board of Education is improving student achievement. The Board plays an essential role in the public education system by addressing the interests of students through local decision-making with an engaged community.

As locally elected representatives, the nine Board of Education trustees represent the Kamloops-Thompson communities' particular strengths, challenges and demands. They engage with communities in building and maintaining their local school system to reflect local priorities, values and expectations.

The Board shares a co-governance relationship with the provincial government through the Ministry of Education and Child Care. The BC School Trustees Association supports the board in this relationship.

School District No. 73 (Kamloops-Thompson)

Located in the stunning surroundings of BC's interior, the Kamloops-Thompson School District is a diverse and growing environment committed to great local education through our [5-Year Strategic Plan](#), [Aboriginal Enhancement Agreement](#), [Capital Plan](#), and [Long-Range Facilities Report](#). The District has a Local Education Agreement with each of the local First Nations.

SD73 is dedicated to creating a safe, caring, and healthy learning and working environment that is inclusive of the diversity of their entire learning community. Embedded in SD73's framework is the directive to provide ongoing and meaningful learning opportunities for all students, staff and community groups, with continuous improvement of instruction and assessment to reflect traditional learning practices and provide an opportunity for strong revitalization of language and culture for students from all backgrounds. With a strong commitment to its Indigenous learners, SD73 sees decolonization and the Truth and Reconciliation Commission's Calls to Action as parts of its core mission.

Serving approximately 16,000 students, 2,700 students of Aboriginal ancestry, in 48 schools our District offers a variety of enhancement programs, including: French immersion, International Baccalaureate, sports academies, trades programs, a K-12 fine arts school, Montessori, and an elementary science and technology school. School District No. 73 is located on the territory of the Secwepemc Nation and serves 7 local bands and the Métis Nation in a large geographical area.

Our District covers more than 27,000 kilometres and busses about 4,000 students more than 9,000 kilometres every day. We have 34 elementary schools, one middle school, 10 secondary schools, one Kindergarten-to-Grade 12 school, one alternate education program and one distance education school. We employ nearly 3,000 people and have an annual budget of approximately \$200 million.

The Region

Situated on the traditional, unceded territory of the Secwépemc people, the centre of our District is the city of Kamloops, which has a population of more than 97,000 people. The District extends to Pinantan Lake, Heffley Creek, Sun Peaks, Barriere, Clearwater, Vavenby and Blue River to the north, Logan Lake to the south, Savona to the west and Chase and Westwold to the east.



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Position Responsibilities:

Communications & Community Engagement

- Liaises with the Superintendent and senior leadership team members to ensure that positive District internal and external communications are developed and maintained.
- Develops and maintains a communications plan including media relations plan goals that addresses effective preparation and evaluation of media releases and also the development of effective media relationships that advance the priorities of the Board of Education.
- Seeks out new communication opportunities proactively and recommends appropriate implementation mechanisms to the Superintendent to enhance the District and Board of Education's credibility and reputation among internal and external stakeholders.
- Develops, maintains and implements, as required, a crisis communications plan including parent and staff communications, media releases, and media key messages.
- Manages and updates the District's website and social media platforms to ensure that both are current and relevant regarding District and school events and activities, and Board engagements, communications, and advocacy priorities.
- Routinely monitors social media platforms for issues concerning the District and the Board of Education and brings them forward to the Superintendent.
- Evaluates the District website and school websites to ensure effective and relevant communication with stakeholders.
- Initiates and organizes communications training opportunities for the Board, staff members and parents' advisory councils (PACs).
- Contributes to an organizational environment where positive communications about the District, the Board of Education, and its schools are a shared responsibility.
- Supports the District's community engagement initiatives including all aspects of the IAP2 spectrum of public participation in face-to-face and online engagement;

Board Support and Administration

- Manages Board of Education calendars including board meetings, committee meetings, district commitments, political meetings and media events (planning ahead, booking events to coordinate media and trustee calendars);
- Plans, manages and attends board meetings and committee meetings. This includes drafting, developing, and distributing meeting agendas and supplemental materials, and arranging all logistical details, such as scheduling, invitations, locations, lodgings, speakers, food, and travel.
- Records, and securely distributes and posts all board and committee meeting minutes, and key messages where appropriate (sometimes with the help of a staff member), coordinates their review and approval, and ensures their accuracy as the official record of board discussions, votes, and actions. Also maintains important Board records and documents, such as financial records documents requiring signatures and approvals, contracts, letters, and Board Bylaws, resolutions, and administrative procedures according to provincial and federal legislation and Board Policy.
- Manages all aspects of media events- planning and ensuring getting appropriate budget approval for the event, planning when board members are to attend, drafting an agenda, working with those involved in carrying out the event, communicating with the Superintendent and Board Chair to draft speeches and key messages, ensuring dignitaries or their support staff are provided with schedules, agendas, names of attendees and roles.
- Leads or organizes orientation and training for board members related to communications and media, issues management, and board promotion and district branding.
- Collaborates with the Secretary Treasurer to manage compliance reporting and governance requirements for the District with respect to board members. This may include ensuring the board and committees follow proper governance procedures in accordance with the board bylaws and policies and other legal requirements, keeping up-to-date on all mandated disclosures, and coordinating with regulators, auditors, and others on corporate reviews.



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- Supports the maintenance of positive and effective relations with stakeholders including the promotion of district and school events (i.e., anticipating, visioning, designing, supporting, executing, and communicating about them with media engagement);
- Participates actively in community affairs in order to enhance and support the District's mission;
- Develops and maintains positive and effective relations with provincial and regional government departments and agencies, when appropriate, to further Board priorities and advocacy plans.

Promotions & Marketing

- Coordinates advertising and promotion of District and school programs and events;
- Develops and evaluates promotional materials, including advertising, media advisories, reports, plans and other documents; and,
- Organizes and implements marketing campaigns that are aligned with District priorities.

Internal Communications Leadership

- Provides leadership to ensure that School District internal communications platforms deliver news and information, but also keep the workforce engaged, motivated, united, and connected.
- Collaborates with the Director of Information Technology and the Associate Superintendent of Human Resources on the development, refinement, and implementation of an internal communication platform(s) for employees;
- This leadership includes but is not limited to the effective District use of an intranet and apps that create an engaged and well-informed workforce.

Organizational Management

- Demonstrates effective organizational skills, resulting in compliance with all legal and Board mandates and timelines and in adherence to Superintendent directives; and,
- Contributes in a team-oriented, collaborative and cohesive manner to a District culture that facilitates positive results, effectively handles emergencies and deals with crisis situations.

Superintendent and Board Relations

- Establishes and maintains positive, professional working relations with the Superintendent, honouring and facilitating the implementation of the Board's roles and responsibilities as defined in Board policy and encourages staff members to do the same;
- Provides information that the Superintendent requires to perform, in an exemplary manner, the Superintendent's role; and provides support to the Board of Education and Secretary Treasurer to carry out legislative and governance roles and responsibilities of the Board.

Professional Practices

- Demonstrates superior interpersonal, communications and presentation skills, assisting with highly sensitive and confidential issues that often have a significant impact on the District and the Board of Education.
- Models excellent time-management skills and an ability to work independently with minimal supervision;
- Demonstrates an ability to work in a team-oriented, fast paced, collaborative environment, dealing effectively with a broad range of stakeholders;
- Maintains a professional attitude and appearance, exhibiting a high level of personal, professional and organizational integrity;
- Demonstrates initiative, creativity and innovation;
- Provides strategic communications advice and associated deliverables on special events at the request of the Superintendent.
- Demonstrates an understanding of and provides support for Board governance structures and District priorities;
- Commits to lifelong learning, participating in meaningful professional development and maintaining membership in appropriate professional associations for the benefit of the District's communications needs.

Policy & Administrative Procedures

- Assists the Superintendent in the planning, development, implementation and evaluation of Board policies and District administrative procedures; and,
- Ensures the application of Board policies and administrative procedures as required in the performance of duties.



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The Right Candidate

You are an experienced leader with a degree in Communications, Public Administration or a related field. You are passionate about community engagement, governance and fostering a positive organizational culture. Along with your proven expertise in communications and marketing, you have skills in building positive, collaborative professional relationships. You offer excellent communication, interpersonal and problem-solving skills when working with internal and external stakeholders.

You demonstrate:

- Working knowledge of best practice in professional communications and Board administration
- The ability to effectively lead in a professional manner, exemplifying the values of the District
- A strong commitment to equity, diversity, and inclusivity
- Demonstrated ability to implement innovative approaches that support the vision, goals and strategic direction of the District
- The ability to interact and communicate effectively with internal and external stakeholders
- A strong commitment to community engagement and fostering culture
- Excellent interpersonal, communication, organizational and team-building skills
- A commitment to working in partnership with the Aboriginal communities

Qualifications

- Education including a Bachelor Degree in Communications, Public Administration, Business, or similar qualifications in governance and communications.
- Minimum of 10 years experience in communications and community engagement, and/or Board management and public administration.
- Valid driver's license

To learn more about the District and our region:

[School District No. 73 \(Kamloops-Thompson\)](#)
[City of Kamloops](#)
[Blue River](#)
[District of Barriere](#)
[Village of Chase](#)
[District of Clearwater](#)
[District of Logan Lake](#)
[Sun Peaks Municipality](#)

To Apply:

Apply by 12:00 noon on March 24, 2023 with a cover letter, resume, and three professional references. By submitting your three professional references you agree that all references will be received in confidence and therefore, will not be shared with you except in summary form with no reference to the party supplying the information. Applications can be submitted by email to cmacleod@sd73.bc.ca.

School District No. 73 is an equal opportunity employer. All applications are considered on the basis of their suitability for the position(s), regardless of the gender, age, sexual orientation, religion, racial origin, marital status and/or disabilities of the prospective candidate.

If reasonable accommodation is required to fully participate in the job application or interview process, to perform the essential functions of the position, and/or to receive all other benefits and privileges of employment, please contact Associate Superintendent John Wiedrick, jwiedrick@sd73.bc.ca.