



Classification	Administrator
Original Date:	April 2024
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Pay Group:	10

MANAGER, PUBLIC AFFAIRS

NATURE AND SCOPE OF WORK

The manager of public affairs is a pivotal role responsible for developing and executing strategic plans and initiatives to effectively engage with community partners and government bodies at the federal, provincial, and municipal levels. The position manages and records University engagement with municipal, provincial, and federal elected officials, as well as government senior staff and business and community leaders to develop positive long-term relationships to build support for university initiatives.

This position manages the relationship and directs and evaluates the work of external government relations vendor(s) to build comprehensive plans in support of government and community relations. The incumbent takes complex subject matter and formulates action plans to lead a variety of public relations initiatives aimed at the government and other partners and representatives in the community. The incumbent is skilled in researching and preparing briefing papers for Executive and highly responsive and respectful to tight deadlines.

The manager represents Capilano University to internal and external audiences as required, reports to the director, university relations, and works closely with the vice-president, university relations. In this role, the manager may represent the director when requested.

This position is privy to confidential matters including University strategy and labour relations.

ILLUSTRATIVE EXAMPLES OF DUTIES

- Develops and implements comprehensive strategic plans related to government and community relations to build awareness and political support for university initiatives. This includes directing and evaluating the work of external vendor(s) as needed to support the development and implementation of plans.
- Communicates priorities, developments, successes and challenges to support leadership and executive communications.
- Responds to community, government, and partner requests for information with timeliness and accuracy.
- Works closely with colleagues across the University's departments and faculties to create plans, briefing notes, budget submissions to the government, FAQs, backgrounders, key messages,



letters, etc. related to government issues and initiatives.

- Monitors legislative, regulatory, and budgetary developments at the federal, provincial, and municipal levels and analyzes their impact on the University. Alerts executive, senior leadership and communications team to potential issues related to government relations and provides supporting information and materials.
- Ensures key staff members are knowledgeable about and, if appropriate, prepared to address complex and sensitive issues to government or community members, to facilitate understanding of the University's position on those issues.
- Supports and provides strategic leadership to Vice President, University Relations, and as appropriate, president and other University representatives in preparing for meetings and discussions with government and community representatives.
- Creates senior leadership understanding of government relations program and protocol, including through education, training, and documentation.

Government Relations and Community Relations

- Identifies, establishes, and maintains strategic relationships that publicly align government and other key stakeholder priorities with university priorities. Maintains external leads and contacts, ensuring adequate communication on a regular basis to proactively address areas of concern and leverage areas of alignment to promote and enhance public and political support for university initiatives and initiatives impacting the University.
- Collaborates and consults with the director, indigenous education & affairs to ensure protocol is followed in building relationships with Indigenous nations as part of government and community relations.
- Represents Capilano University and/or facilitates meetings and interactions between university executives and staff with elected officials and senior staff at all levels of government.
- Advises and leads the development of University's government relations and community relations strategy. Ensures common understanding of current issues, activities, and key messages. Provides strategic advice and counsel in support of government relations objectives.
- Facilitates the University's relationship through communications with key stakeholder groups (e.g., B.C. Ministry of Advanced Education; government agencies; elected representatives).
- Manages government visits, in conjunction with the University Events staff and others in the University, government ministries and external corporate partners.
- Monitors, identifies, and analyzes potential public and government reactions to university initiatives and recommends responses and approaches.
- Manages relationship with government relations vendor(s) and/or consultant(s).



REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- Demonstrated ability in enhancing and building strong working environments and community, government, and partner relationships.
- Understanding of municipal, provincial, and federal political landscape, cycles, and processes.
- Understanding of Indigenous relations within BC.
- Refined abilities as a writer and editor.
- Demonstrated experience as a professional communicator in working with government, community organizations, etc.
- Possesses strong community, government and corporate networks/contacts and strong ability to build and foster new relationships.
- Excellent interpersonal skills with ability to effectively communicate in both verbal and written form.
- Ability to manage multiple projects and execute time-sensitive and critical tasks.

REQUIRED TRAINING AND EXPERIENCE

- Post-secondary degree or diploma in Government Relations, Journalism, Public Relations, or Communications.
- A minimum of 8 years of experience in a public sector environment or large, complex organization.