



<b>Job Title</b>	<b>Director, Strategic Communications and Customer Service</b>
<b>Reports to</b>	Deputy City Manager, Communications, Service Regina and Tourism
<b>Division / Department</b>	Communications, Service Regina and Tourism / Strategic Communications and Customer Service
<b>Job Number</b>	1591
<b>Jurisdiction</b>	Out-of-Scope

### Core Job Purpose

The Director of Strategic Communications and Customer Service leads the development of and is responsible for corporate-level communications strategies, as well as leading / supporting communication needs that arise on an ongoing basis with regard to specific communications issue (crisis or non-crisis) management. Senior advisory support is provided to City leadership as well as members of City Council. The Director is responsible for the City's overall approach to customer service ensuring a customer-centric service delivery system (Service Regina, Regina.ca) to meet citizens' needs. The Director is also responsible for the overall day-to-day management of the Communications and Engagement Department.

Mandate includes external and internal communications, media relations, public engagement and customer service (Service Regina).

As a senior leader in the organization, leads and/or participates in corporate-wide policy development, planning and special projects.

### 1.0 Key Accountabilities

*This section of the job description provides a summary of the job's core responsibilities. It may not include every task that is performed, and it does not provide an overview of "how" each duty is undertaken. Any additional duties undertaken within the scope of the job will be based on similar skills, effort, responsibility and working conditions. Employees are expected to perform all job tasks competently and with a focus on continuous improvement through the identification of opportunities. Through the City's performance management system, employees will work with their direct supervisor to set specific goals and objectives.*

#### 1.1. Strategic and Operational Planning

- Works collaboratively with other leaders in developing a long-term plan and an annual business plan for Communications and Engagement services for the City
- Oversees and directs the development of Departmental programs and services including objectives, service level and performance targets and desired outcomes
- Maintains awareness of leading practices applicable to his/her portfolio and regularly assesses their suitability for application by the City of Regina

#### 1.2. Financial Management

- Provides input to the annual budget planning process
- Ensures that there is timely and accurate forecasting and ongoing analysis of the budget and expenditures and where necessary, ensures proactive mitigation strategies are developed and implemented
- Ensures that financial management practices are aligned with City standards and practices, and where necessary ensures development of Department-specific financial management practices
- Provides approvals for procurement, including the development of business cases, including use of contractors and consultants

### **1.3. Stakeholder Relationship Management**

- Collaborates with other City leadership team members in joint policy, service, program development as well as issues management
- Meets with Council members to provide information, advice and guidance on customer service, communication and public relations.
- Provides senior level advice and guidance to City's Executive Leadership Team
- Serves on external committees, working groups and other forums

### **1.4. Human Resource Leadership**

- Ensures the Department has an effective organizational model and that roles and responsibilities are clearly defined and communicated
- Leads employee engagement and other internal consultative processes
- Provides direct leadership, mentoring and coaching of the Department employees
- Conducts performance planning for senior staff (goal setting, review and assessment) and ensures that performance process is complete for Departmental staff resources
- Monitors Departmental culture and productivity and intervenes when necessary
- Provides leadership for Department's most complex and sensitive employee/labour relations issues
- Ensures an effective departmental organization design to deliver on vision, mandate/mission and expectations

### **1.5. Risk Management**

- Ensures that Department-specific policies, procedures and practices are developed, maintained and adhered to; ensures that all corporate policies are adhered to
- Ensures that the Department has a risk management plan and that the plan is tracked, reported on and when required, leads mitigation strategy
- Ensures program evaluation and review programs are in place to assess effectiveness and efficiency

### **1.6 Functional Accountabilities**

- Leads the development and delivery of customer service strategy in consultation with other program areas
- Leads the development and delivery of public engagement consultation processes which may be conducted by the Communications and Engagement Department or by other program areas
- Directs the undertaking of public opinion research, develops communication recommendations based on the analysis and findings and sets up the processes for results to be shared internally and externally
- Prepares and supports others, particularly senior leaders, in media interviews or other events

## **2. Knowledge**

- Knowledge of senior leadership practices related to planning, policy development, financial management, program development / evaluation, performance and risk management, project management, contract management, customer services and human resources
- Knowledge of issues, trends and challenges related to broad City-specific and broader municipal operations – this also includes knowledge of multiple policies, procedures, bylaws as well as other relevant legislation
- Knowledge of issues management, strategic communications, marketing and branding in traditional and new media practices

- Knowledge of best practices for customer relationship management and customer service
- Knowledge of best practices for community engagement / involvement
- As the senior leader of Strategic Communications and Customer Service, the knowledge requirements are deployed for purposes of solving complex corporate and public relations issues that require the development of new / innovative strategies.

### **3. Communications and Interpersonal Skills**

- The Director collaborates with other senior City leaders to plan communication strategies – proactive and reactive - where differences of opinion are common, and interpersonal skills related to consensus building, persuasion / influence, compromise, political acumen are required
- Leadership presence is required for dealing with Council members and other stakeholders. Often the Director is dealing with highly sensitive / political issues.
- Overall, the role of a Director requires a wide range of communication skills – formal presentation, negotiating, consensus building, and inspiring / building trust with others – recognizing that the skills are often required in challenging, complex interactions with one and/or many people where differences of opinion, disagreement or dissatisfaction exist
- Senior level change management skills include the recognition and abatement of resistance and the development of “followership” through provision of clarity of vision statements to build buy in and acceptance across diverse populations, both within the City and with partners, customers, media and others
- Given that the Director is often dealing with challenging situations – high profile, politically charged, high risk – communication and interpersonal skill requirements also include emotional intelligence such as empathy, attentiveness to nonverbal cues, managing the emotions of self and others and building bonds / trust with others

### **4. Complexity and Problem Solving**

- Problems, issues and challenges are typically strategic in nature that require the consideration of multiple interests and data/information. It is often the case that the problem itself is unclear and requires considerable effort to define prior to solution development
- Problems / issues often stretch beyond an individual Department and through financial and other operational linkages require consideration of other City and partner programs, initiatives and a range of stakeholders
- Both creativity and innovation are required of this role for problem identification and solution development

### **5. Impact of Actions and Decisions**

- The Director has full autonomy and independence to make all day-to-day operational decisions, operating within the context of overarching City policy, direction and the will of Council
- The Director’s role has a broad and pervasive impact on the overall Department, people, programs and finances
- Given the public facing outcomes of this role, the advice and recommendations will have a significant impact on the perceptions and views held by a wide range of stakeholders
- The Director’s role is engaged with many, if not all, areas from across the City’s operations
- Impact is mitigated through the input and approvals of others in relation to the execution of communication plans and strategies. However, leaders rely on the Director for sound advice, guidance and recommendations.

- While approval related to departmental and communications strategic planning is vetted at senior levels in the organization, the Director is expected to provide sound judgement and recommendations requiring minimal change
- The Director of Strategic Communications and Customer Service is considered a subject matter expert in the areas of customer service, communication and public relations and provides recommendations and advice to leaders across the City's operations.

#### **6. People Leadership and Development**

- The Director's leadership role focuses on leading other leaders through coaching, mentoring and formal performance management
- As the senior Departmental leader, the Director is also responsible for ensuring that managers / supervisors are effective people leaders and ensuring that the Department's culture is positive, productive and healthy
- The Director leads the Department's overall workforce planning process and talent management reviews – reviewing capacity and planning for the future (identification of resource needs, training and development, promotion and succession planning)

#### **7. Physical, Visual, Auditory and Concentration Demands (PVAC)**

- While the role of a Director is challenging, and includes attention to detail, visual, auditory and concentration demands, there are no unusual PVAC demands associated with this role
- Computer work, reading, listening at meetings, as well as limited driving to/from off-site locations is required

#### **8. Environmental Working Conditions**

- The majority of the work is undertaken in City facilities.

