



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## Manager, Regional Public Affairs (BC & SWO)

**Job ID** 206742-en\_US-6816

**Web Address**

[https://careers.indigenous.link/viewjob?jobname=206742-en\\_US-6816](https://careers.indigenous.link/viewjob?jobname=206742-en_US-6816)

**Company** Rogers

**Location** Burnaby, BC

**Date Posted** From: 2020-10-19 To: 2050-01-01

**Job** Type: Full-time Category: Telecommunications

### Description

At Rogers, we connect Canadians to a world of possibilities and the memorable moments that matter most in their lives. Every day we wake up with one purpose in mind. To bring loved ones together from across the globe. To connect people to each other and the world around them. To help an entrepreneur realize their dream. A sports fan celebrate a special moment.

Because we believe connections unite us, possibilities fuels us, and moments define us.

Manager, Regional Communications, B.C. and Southwestern Ontario

Based in British Columbia and reporting to the Director of Regional Communications, you will lead key external and internal communications programs in B.C., and Southwestern Ontario, driving a best-in-class public affairs strategy across earned, owned, paid and digital media. You will represent Corporate Communications at regional management tables, bringing forward creative and strategic solutions, supporting both national and local business objectives.

You are a seasoned communications professional who thrives in a fast-paced, deadline-driven environment, enjoys working within a rapidly evolving media landscape, and loves finding new ways to reach and engage with media, influencers and community & government stakeholders. You are an organized, methodical, strategic problem-solver and critical thinker who can adapt quickly to evolving situations. You are an independent worker who likes to build relationships with influencers and knows how to defend a reputation and sell a brand. You can confidently lead day-to-day internal and external communications in your region, working closely with the national team. Your writing skills are excellent, and you can distill complex concepts into easy-to-understand language.

**Primary**

**Responsibilities:**

- Develop and lead the BC and Southwestern Ontario (SWO) communications strategies, in partnership with other regions, and the national communications team, including the execution of a robust public affairs plan that includes earned, owned and paid media
- Drive the company's external reputation in B.C. and SWO with proactive media relations (media events, news releases, speaking remarks, social media)
- Lead proactive and reactive media relations around local industry issues and announcements
- Act as a company spokesperson on key issues affecting the company's business and reputation in the

regions&lt;/li&gt;&lt;/li&gt;Build and maintain well-established relations within the organization and with regional media, industry peers, and other partners to identify issues and opportunities&lt;/li&gt;&lt;/li&gt;Liaise with key influencers and shape the news agenda ensuring accurate and balanced editorial coverage on key issues&lt;/li&gt;&lt;/li&gt;Work with the wider communications team to identify and manage issues, develop statements, background briefs and talking points on a broad range of issues affecting the company&lt;/li&gt;&lt;/li&gt;Act as key strategic resource and communications leader in regional crisis scenarios&lt;/li&gt;&lt;/li&gt;Manage the implementation of regional leader communications program&lt;/li&gt;&lt;/li&gt;Drive regional employee culture by championing and implementing national and regional employee communications strategies&lt;/li&gt;&lt;/li&gt;Represent communications on key cross-functional teams and projects requiring issues or reputation management support&lt;/li&gt;&lt;/li&gt;Provide day-to-day advice and counsel to local leadership teams as a trusted advisor&lt;/li&gt;&lt;/li&gt;Liaise with internal stakeholders to leverage internal and external opportunities around regional sponsorships, corporate social responsibility and key company investments&lt;/li&gt;&lt;/ul&gt;&lt;/p&gt;&lt;/strong&gt;&lt;/p&gt;&lt;/ul&gt;&lt;/li&gt;Bachelors or graduate degree in Communications, Journalism, Public Relations, or related field&lt;/li&gt;&lt;/li&gt;7-10 years of public affairs experience and must have a proven track record in media relations, employee communications and stakeholder relations&lt;/li&gt;&lt;/li&gt;Experience in telecommunications and media would be an asset&lt;/li&gt;&lt;/li&gt;Proven experience as a spokesperson in print and broadcast who can shape the news agenda&lt;/li&gt;&lt;/li&gt;Excellent writing, communication, research and presentation skills&lt;/li&gt;&lt;/li&gt;Quick, responsive and comfortable working in complex, deadline-driven environments&lt;/li&gt;&lt;/li&gt;Critical thinker who thinks big picture while also paying attention to detail&lt;/li&gt;&lt;/li&gt;Able to counsel/provide advice to senior leadership&lt;/li&gt;&lt;/li&gt;Ability to multitask managing numerous projects, issues, and stakeholders at once&lt;/li&gt;&lt;/li&gt;Exceptional relationship building skills&lt;/li&gt;&lt;/li&gt;Valid driver&apos;s license required as travel is required within region&lt;/li&gt;&lt;/li&gt;\*Willing to work evenings or weekends as needed&lt;/br /&gt;&lt;/p&gt;&lt;/ul&gt;&lt;/div&gt;&lt;/strong&gt;&lt;/p&gt;&lt;/strong&gt;&lt;/p&gt;&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Shift:&lt;/strong&gt;&lt;/p&gt;&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Length of Contract:&lt;/strong&gt; Not Applicable (Regular Position)&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Work Location:&lt;/strong&gt;1600 - 4710 Kingsway (016), Burnaby, BC&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Travel Requirements:&lt;/strong&gt; Up to 10%&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Posting Category/Function: &lt;/strong&gt;Communications & Corporate Communication&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Requisition ID:&lt;/strong&gt;206742&lt;/div&gt;&lt;/div&gt;&lt;/p&gt;&lt;/div&gt;&lt;/div&gt;&lt;/strong&gt;Together, we&apos;ll make more possible, and these six shared values guide and define our work:&lt;/strong&gt;&lt;/div&gt;&lt;/div&gt;&lt;/p&gt;&lt;/div&gt;&lt;/ol&gt;&lt;/li&gt;Our people are at the heart of our success&lt;/li&gt;&lt;/li&gt;Our customers come first. They inspire everything we do&lt;/li&gt;&lt;/li&gt;We do what&#8217;s right, each and every day&lt;/li&gt;&lt;/li&gt;We believe in the power of new ideas&lt;/li&gt;&lt;/li&gt;We work as one team, with one vision&lt;/li&gt;&lt;/li&gt;We give back to our communities and protect our environment&lt;/li&gt;&lt;/ol&gt;&lt;/div&gt;&lt;/p&gt;&lt;/div&gt;&lt;/div&gt;&lt;/p&gt;&lt;/em&gt;What makes us different makes us stronger. Rogers has a strong commitment to diversity and inclusion.

Everyone who applies for a job will be considered. We recognize the business value in creating a workplace where each team member has the tools to reach their full potential. At Rogers, we value the insights and innovation that diverse teams bring to work. We work with our candidates with disabilities throughout the recruitment process to ensure that they have what they need to be at their best. Please reach out to our recruiters and hiring managers to begin a conversation about how we can ensure that you deliver your best work. You matter to us! For any questions, please visit the

[https://performancemanager4.successfactors.com/RCI/Rogers+Inbox+FAQ+April+2019+-----+UPDATED\\_+\(002\).pdf](https://performancemanager4.successfactors.com/RCI/Rogers+Inbox+FAQ+April+2019+-----+UPDATED_+(002).pdf)

FAQ

Posting Notes: Corporate

For more information, visit Rogers for Manager, Regional Public Affairs (BC & SWO)