

POSITION PROFILE

**DIRECTOR, PUBLIC AFFAIRS, WEST
CANADIAN STEWARDSHIP SERVICES ALLIANCE**

August 2018

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Client Organization: **Canadian Stewardship Services Alliance (CSSA)**
Position Title: **Director, Public Affairs, West**
Reports to: Vice President, Corporate Affairs, CSSA
Location: North Vancouver, British Columbia

THE ORGANIZATION

Canadian Stewardship Services Alliance Inc. (CSSA) is a national, not-for-profit steward founded and owned organization set up to provide a common suite of management and administrative services to regulated provincial stewardship programs. CSSA delivers a shared services compliance solution to the growing number of recycling regulations across Canada and is 100% financed and governed by the businesses that participate in recycling programs in Canada. CSSA helps stewards meet their regulatory obligations and helps achieve better recycling performance by supporting convenient, clever, and environmentally sustainable ways for consumers to dispose of the paper, packaging and products these businesses create—from newspapers to glass, metals to plastics. CSSA currently provides support services to the following four stewardship programs for packaging and printed paper (PPP) and two programs for municipal hazardous or special waste.

Packaging and Printed Paper Programs;

- Recycle BC
- Multi-Material Stewardship Western (MMSW) in Saskatchewan
- Multi-Material Stewardship Manitoba (MMSM)
- Stewardship Ontario

Municipal Hazardous or Special Waste Programs;

- Stewardship Ontario's Municipal Hazardous or Special Waste (MHSW) Program
- Automotive Materials Stewardship (AMS) Program

THE DIRECTOR, PUBLIC AFFAIRS, WEST OPPORTUNITY

The Director, Public Affairs, West is a senior position responsible for policy development and advocacy at the provincial and municipal government levels to promote the public policy objectives of CSSA and its approved stewardship programs in Western Canada (Recycle BC & MMSW in Saskatchewan). This exciting opportunity is the first of its kind at CSSA and focuses on simultaneously streamlining and broadening the government relations function, while also shaping and influencing policy. The primary focus of this position is to create the regulatory environment required to enable the efficient recovery of packaging and paper, operating under a nationally harmonized Extended Producer Responsibility (EPR) framework in the West. The Director is also responsible for corporate communications, and acts as media spokesperson for CSSA and the Western programs.

KEY AREAS OF RESPONSIBILITY AND ACCOUNTABILITY

- Demonstrate a leadership role on public policy and issues management for environmental issues of interest and impact to CSSA and its programs in the Western region.
- Develop an annual Government Relations plan that is aligned with CSSA's strategic priorities and stakeholder relations objectives.
- Develop and implement strategies to profile Recycle BC's and MMSW's packaging and paper recycling programs, to build support for the programs among government officials and showcase the programs' achievements.
- Develop and maintain positive and impactful relationships with government and public policy officials at the provincial and municipal levels.
- Serve as the main liaison between Recycle BC/MMSW and Ministry of Environment staff and other government departments as appropriate.
- Serve as the main liaison on strategic and policy issues between Recycle BC/MMSW and the Union of British Columbia Municipalities, Saskatchewan Urban Municipalities Association, Saskatchewan Association of Rural Municipalities and Association of regional Waste Management Authorities of Saskatchewan as well as key individual municipalities in both provinces.
- Manage and support the Recycle BC Advisory Committee and oversee/support MMSW staff in the engagement of the Saskatchewan Advisory Committee.
- Represent CSSA and western program interests at Stewardship Agencies of BC and Recycle Saskatchewan.
- Monitor and influence potential packaging regulations in Alberta and identify opportunities to influence and advocate for a harmonized national model.
- Work with the VP, Corporate Affairs and the National Director Marketing Communications, to respond to media queries and serve as the spokesperson for Recycle BC/MMSW.
- Work with the SVP, Operations West, and the operating teams of Recycle BC and MMSW to ensure external messaging is accurate and aligned with program performance and activities.
- Establish early warning systems to anticipate and identify potential risks, threats, vulnerabilities, and trends, especially as they relate to the ability to deliver the approved stewardship program plans.
- Enable internal sharing of information, maintain data bases with details of government meetings as well as details of interactions with media and other key stakeholders.
- Develop and maintain relations with relevant industry sectors (e.g. clean/green technology and innovation hubs and businesses) in order to monitor developments that could support harmonized EPR programs.
- Coordinate board and senior management participation in advocacy efforts as appropriate.
- Manage all Corporate Communications to ensure consistency of messaging to internal and external stakeholders.

THE CANDIDATE

The ideal candidate will possess knowledge, experience, skills and attributes in order to do the following:

- Consults with and reports to the VP, Corporate Affairs, on the development and implementation of Government Relations and media objectives, plans and initiatives.
- Collaborates with SVP, Operations West, local program staff and CSSA staff as required to gather information, conduct research and analysis, to test ideas and conclusions, and in the development of plans and strategies necessary to achieve the objectives of the position.
- Engages senior management members as required to leverage functional expertise to support Government Relations activities.
- Maintain positive working relationships with government officials and policy makers at appropriate levels of government and in relevant jurisdictions.
- Maintain positive working relationships with government affairs contacts in service provider organizations, Advisory Committee members, and other relevant stakeholder groups to help align agendas and/or messages.
- Recommends strategies to facilitate achievement of the objectives of the position and develops and executes associated operational plans and budgets.
- Provides expert advice/counsel to CSSA and program staff regarding regulatory trends, government expectations, etc. that may impact program delivery and program design.

Education

- Graduate or post-secondary education related to public policy, political science, economics, Canadian studies and/or related experience.

Experience

- Five to 10 years of government relations experience (at the management level) coupled with a strong understanding of provincial and municipal government processes and institutions.
- Some exposure to environmental issues would be an asset.
- Ideally the candidate will have experience aligning regulatory and business agendas.
- Former roles that required providing counsel to senior executives or officials.
- Experience as spokesperson for a business, organization or initiative.

Knowledge/Competencies/Skills

- A clear and strategic thinker and persuasive communicator (both oral and written) to multiple stakeholders. Good analytical skills.
- Demonstrated competence in strategic planning and organizational management.
- The ability to position solutions that meet the needs of affected stakeholders.
- Expert knowledge of public policy environments and political decision-making.

- Knowledge of Extended Producer Responsibility (EPR) frameworks would be considered an important asset.
- Ability to collaborate and negotiate compromises to meet industry and public policy objectives.
- Ability to form trusting relationships with diverse stakeholders, bringing together competing interests with a common vision, purpose, and outcome.
- Excellent judgment and the ability to function as a team player.
- Ability to work effectively in a matrixed organizational structure.

WORKING CONDITIONS:

- The incumbent must be prepared to perform effectively in an environment that undergoes frequent change and demands both strategic thinking and decisive action.
- The incumbent must be comfortable working both independently and as part of an integrated team to move CSSA's/Recycle BC's/MMSW's interests and agenda forward.
- Frequent domestic travel.

CONTACT INFORMATION

Should you have any questions regarding this important and meaningful opportunity, or wish to forward a cover letter and current resume for consideration, please contact:

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