

## Position Profile

# Director, Advocacy and Public Affairs

Reports To: Executive Director  
Organization: Manitoba School Boards Association  
Date: March 2026

## ABOUT MANITOBA SCHOOL BOARDS ASSOCIATION

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Manitoba School Boards Association (MSBA) is the collective voice of Manitoba's public school boards, representing democratically elected trustees who govern public education across the province. MSBA advocates for strong public education, effective governance, and equitable outcomes for students and communities.

The Association supports its members through advocacy, policy development, research, communications, professional development, labour relations and human resources services, enterprise risk management and employee benefits, while fostering constructive relationships with governments, education partners, Indigenous communities, and the broader public. MSBA is committed to advancing equity, diversity, inclusion, and reconciliation in Manitoba's public education system.

## ABOUT THE DIRECTOR, ADVOCACY AND PUBLIC AFFAIRS

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Reporting to the Executive Director and serving as a member of the MSBA Senior Leadership Team, the Director, Advocacy and Public Affairs provides strategic leadership and oversight for the Association's advocacy, public affairs, and communications functions.

The Director operates with a high degree of autonomy and is responsible for advancing MSBA's advocacy priorities, monitoring legislative and policy developments, leading public communications initiatives, and supporting the governance and policy work of member school boards.

The role serves as the staff lead for the Resolutions & Policy Committee and the Indigenous Education Committee, facilitating their work and ensuring alignment with MSBA's strategic objectives. The Director also builds and sustains strong relationships with government officials, education partners, Indigenous and newcomer communities, and other key partners in the public, private and non-for-profit sectors.

The Director supervises the Communications Officer and contributes to organizational planning, research, and professional development activities related to education advocacy and public affairs.



## KEY LEADERSHIP ACCOUNTABILITIES

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### Accountability 1: Strategic Advocacy and Policy Leadership

- Lead and implement MSBA's continuous advocacy strategy, aligned with the Association's Strategic Plan and informed by the Provincial Executive, Executive Director, and Leadership Team.
- Monitor political, legislative, regulatory, policy, and education system trends; assess impacts and provide strategic advice on risks, opportunities, and recommended actions.
- Prepare high quality advocacy materials, including briefing notes, policy analyses, legislative summaries, speeches, correspondence, and research reports for internal and external audiences.
- Design and oversee advocacy related professional development for elected school boards through regional meetings, annual convention programming, and targeted sessions.
- Lead public opinion research, surveys, and polling initiatives to support evidence based advocacy, including scoping methodology, timelines, and budget requirements.
- Identify and pursue opportunities for MSBA and its members to participate in advocacy relevant events, conferences, committees, task forces, and sector networks.
- Serve as staff lead to the Resolutions & Policy Committee, supporting the development, analysis, amendment, and procedural integrity of member resolutions.
- Research and analyze draft resolutions to inform feasibility, context, and member decision making through regional meetings and annual convention.

### Accountability 2: Public Affairs and Communications

- Lead the development and delivery of coherent, respectful, and clear public messaging that promotes democratic governance, school boards, and public education.
- Design and implement public awareness and information campaigns using multi-channel platforms, including digital media, traditional media, advertising, and in person engagement.
- Work with the Communications Officer to optimize MSBA's social media presence, including content strategy, posting coordination, spotlight features, and public response.
- Prepare public facing materials such as fact sheets, information briefs, editorials, media releases, and advertising content for external dissemination.
- Serve as a primary point of contact for media inquiries, supporting issue triage, messaging recommendations, and coordination with official Association spokespersons.
- Serve as a primary point of contact for all public correspondence and general inquiries received by the Association and direct such correspondence and inquiries to relevant member(s) of the Leadership Team for response.
- Provide public affairs and communications support, as directed, to the Canadian School Boards Association.
- Lead staff support to the Indigenous Education Committee and advance the Association's Indigenous Education Action Plan through consultation, engagement, and information development.
- Represent MSBA in Indigenous forums and identify opportunities for meaningful participation and collaboration related to Indigenous education.

### Accountability 3: Governance, Committees, and Member Support

- Liaise with federal and provincial governments on matters related to public education and school board governance.
- Serve as staff lead to the Resolutions & Policy Committee, supporting resolution development, review, and member decision making.
- Monitor and analyze proposed and enacted legislation, regulation, and public policy affecting education; ensure timely briefings for senior leadership and members.
- Coordinate MSBA engagement with legislative committees, consultations, and key decision makers to influence policy development, outcomes, and implementation.
- Build and maintain effective working relationships with elected officials, senior public servants, and sector partners to advance MSBA policies and resolutions.
- Represent MSBA on standing and ad hoc committees, consultation tables, and inter organizational forums, as directed.
- Support government relations activities through data analysis, issue tracking, and preparation of evidence based materials to inform advocacy positions.
- Provide research, analysis, and procedural guidance related to resolutions, governmental policies, and municipal, provincial and federal governance processes.
- Provide direct advisory support to member school boards on governmental policy, legislative, and regulatory matters related to public education.
- Coordinate and compile media articles featuring Association spokespersons, with distribution to all Association members, for engagement, awareness and information.

### Accountability 4: Indigenous Education and Reconciliation

- Serve as staff lead to the Indigenous Education Committee and lead implementation of the Indigenous Education Action Plan.
- Engage with Indigenous partners, forums, and committees to advance reconciliation and priorities.
- Ensure MSBA's advocacy and public affairs work reflects principles of equity, diversity, inclusion, and reconciliation.

### Accountability 5: Research, Data, and Analysis

- Monitor media coverage, public data sources, and emerging trends related to education and public policy.
- Lead the development and maintenance of surveys, polling initiatives, statistical databases, and analytical reports to inform advocacy and decision making.
- Translate complex research and data into accessible summaries and visual materials for diverse audiences.

### Accountability 6: People Leadership and Organizational Contribution

- Provide leadership, supervision, coaching, and performance management for the Communications Officer (and future staff as approved).
- Contribute to MSBA's senior leadership team, organizational planning, and cross departmental collaboration.
- Uphold professional standards, confidentiality, and a respectful, inclusive workplace culture.

## EDUCATION AND EXPERIENCE REQUIREMENTS

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The ideal candidate brings deep experience in advocacy and public affairs, with a strong understanding of public education, school board governance, and provincial and national government systems. They are knowledgeable in legislative, regulatory, and policy frameworks and are skilled at analyzing complex issues and translating them into clear, practical advice that supports strategic decision-making.

This individual is a confident, self-directed leader who performs well in a fast-paced, high-profile environment. They demonstrate sound judgment, strong prioritization skills, and professionalism when navigating sensitive or politically complex issues. The successful candidate is comfortable working independently while contributing as a trusted member of a senior leadership team.

Exceptional communication skills are essential. The ideal candidate is an accomplished writer who can independently produce high-quality briefing notes, policy analyses, speeches, media materials, and public-facing documents. They are equally effective in verbal communication and relationship-building, engaging confidently with government officials, school board leaders, media, and sector partners.

The role also requires strong people-leadership and collaboration skills. Experience supervising staff, managing workloads, and fostering a respectful, productive team environment is important. A demonstrated commitment to equity, diversity, reconciliation, and working effectively with Indigenous communities is fundamental to success in this role.

### Education

- A college or university credential in a related field such as education, political science, public administration, public affairs, public relations, government relations, or communications.
- An equivalent combination of education and experience will be considered.

### Experience

- A minimum of ten (10) years of progressive leadership experience in the public sector, education, non-profit, or related environments.
- Demonstrated experience in advocacy, public affairs, government relations, or policy development.
- Strong knowledge of provincial and national government, legislative, and education systems.
- Proven experience supervising staff and leading work in a complex, fast-paced environment.
- Demonstrated experience working with Indigenous communities and advancing truth and reconciliation.
- Experience in research, analysis, and the preparation of high-quality written materials for senior-level audiences.

### Assets

- Oral and written proficiency in French.
- Experience working with elected officials, boards, or member-based organizations.

**Deadline for Applications: Friday, April 3, 2026**

Submit to Lillian Wong at [Lillian.Wong@mnp.ca](mailto:Lillian.Wong@mnp.ca)

## Acknowledgement

*The Manitoba School Boards Association is located on the original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the National Homeland of the Red River Métis..*

## About Manitoba

Founded in 1870, Manitoba means “where the spirit lives” in the languages of the Indigenous people who first lived in the region. Commonly referred to as ‘Friendly Manitoba’, the province’s urban and rural communities are diverse and welcoming.

Manitoba is the province at the longitudinal center of Canada. One of the three prairie provinces, it is Canada’s fifth-most populous province with a population estimated at 1.2 million people. Manitoba has a widely varied landscape and is home to five distinct ecozones: prairie, boreal plains, boreal shield, taiga shield, and Hudson plains.

Manitoba has a high standard of living, steady economic growth, diversified industry, and high employment. Our central location and excellent air, rail, and roads make Manitoba a gateway to the rest of Canada, North America, and the world. Manitoba’s economy has a great reputation for innovation, quality, reliability, and sustainability in the national and global marketplace.

The average summer temperature in Manitoba is +26°C (79°F); the average winter temperature is -12°C (10°F)

Manitoba is fortunate to have an abundance of freshwaters including lakes, rivers, and wetlands making it a popular spot for outdoor enthusiasts. It is home to over 100,000 lakes including Lake Winnipeg, Lake Manitoba, and Lake Winnipegosis and surface water covers approximately 16 percent of the province. Manitoba has more than 90 parks to explore, including two National Parks (Riding Mountain National Park and Wapusk National Park). Some of Manitoba’s most popular attractions include:

**Churchill** - Popularly known as the “Polar Bear Capital of the World,” lies on the harsh, rocky coast of Hudson Bay. Tours in tundra buggies - giant large-wheeled vehicles with caged windows - allow visitors close-up encounters with the bears.

**Grand Beach** - Encompasses a huge stretch of soft sand beach on the shores of Lake Winnipeg. It is considered one of the nicest beaches in Canada.

**Riding Mountain National Park** - This scenic park is a combination of a recreation area and a nature reserve. The deep lakes in Riding Mountain such as Clear Lake, Lake Katherine, and Deep Lake are popular fishing spots and there are numerous walking and cycling trails throughout the park.

**Gimli** - Gimli is a small resort town, approximately an hour’s drive north of Winnipeg, on the shores of Lake Winnipeg. In the summer, Gimli comes to life as visitors and cottagers flock to this area to enjoy the beaches. One of the annual highlights is the Icelandic Festival of Manitoba, known as Islendingadagurinn, which takes place over the long weekend in August.



**Whiteshell Provincial Park** - About a 1.5-hour drive east of Winnipeg, Whiteshell Provincial Park is a popular summer destination. The landscape is typical of the Canadian Shield. The resort communities of Falcon Lake and West Hawk Lake to the east of the park are home to beaches and offer opportunities for boating and water sports.



**Lower Fort Garry National Historic Site** – Just outside Selkirk, the Fort Garry National Historic Park is the only stone fort from the fur trading era to survive intact anywhere in North America. Visitors to the fort will be able to view period furniture and household items and visit with costumed employees who act out the roles of the fort’s inhabitants.

**Narcisse Snake Dens** – In late April/early May, tens of thousands of garter snakes emerge from their winter dens. Visitors can watch the snakes from observation.

**Pinawa Dam Provincial Park** – Set in a picturesque area of the Canadian Shield, the ruins of the 1906 dam is the central feature of this park.

**Hecla Island** - Part of Hecla-Grindstone Provincial Park, Hecla Island is a popular getaway. There are hiking trails, an 18-hole golf course, a spa, and a resort.



**Canadian Fossil Discovery Centre** – Located in Morden Manitoba, this museum contains Canada's largest collection of marine reptile fossils.

**Mennonite Heritage Village** - Located in Steinbach, the Mennonite Heritage Village recreates Mennonite life from the 16th century to the present day and features changing themes.

## About Winnipeg

Winnipeg is the vibrant capital city of Manitoba and lies at the geographic heart of North America. “The Peg” is located in the fertile Red River Valley at the junction of the Red and Assiniboine Rivers. The city is named after the nearby Lake Winnipeg and comes from the Western Cree words for "muddy water" - “winipīhk”. The region is the traditional territory of the Anishinabe (Ojibway), Ininew (Cree), Oji-Cree, Dene, and Dakota, and is the birthplace of the Red River Métis Nation.



As of 2023, Winnipeg, the capital city of Manitoba, has a population of over 834,000 people and is steadily growing. It is the sixth largest city in Canada and the largest city in the province. Statistics Canada predicts that the population will approach 1 million by 2030.

One of the most economically and culturally diverse cities in Canada, Winnipeg is well known for its cultural achievement, flourishing arts scene, and welcoming spirit. We are a quirky, four-season city with something for

everyone. Our location in the center of the continent makes for bright and sunny weather (sometimes windy too!), while the city is surrounded by prairie, forests, and hundreds of lakes – including Lake Winnipeg, the world’s 11th-largest freshwater lake. We have so many tree-canopied neighbourhoods for you to call home, and a never-ending list of activities for you to enjoy. No matter what your interests are, Winnipeg’s lifestyle is here for you.

A “City of Sunshine” we have the highest average number of sunlight hours in Canada with an average summer temperature of 25.4°C and an average winter temperature of -12.9°C.

Well known as a transportation hub and the “Gateway to the West”, key industries in Winnipeg include aerospace, agribusiness, finance and insurance, health and biotechnology, information and communications, electric power and apparel and furniture manufacturing. Major employers include James Richardson and Sons, Investors Group, Canada Life, Palliser Furniture, Motor Coach Industries, New Flyer, Boeing, Standard Aero, Pollard Banknote and Bristol Aerospace.

### CentrePort Canada

The development of an inland port which will be a hub of transportation activity that brings together road, rail and air cargo to a central location for re-distribution with the intent of facilitating international trade and distribution and creating value-added services as goods move through the supply chain. Winnipeg’s proximity to the geographic center of North America and 20,000 acres of land around the airport will be capitalized on to expand Winnipeg’s position as one of North America’s most important trading centres.

### Manitoba Museum

The Manitoba Museum’s Indigenous Advisory Circle features members, academics and artists from the Dakota, Denesouline and Anishinaabekwe First Nations, along with Inuit elders and members of the Métis Nation. This Circle has been instrumental in bringing the Museum’s exhibits into the 21st Century, guiding aspects like Treaty Interpretation, Truth and Reconciliation and the handling and display of important artifacts. To learn more of the area’s Indigenous history, you’ll find content in nearly every gallery, while notable exhibits include, We Are All Treaty People, the newly expanded and re-designed Prairies Gallery (which confronts Residential Schools and historic injustices on the land) and the iconic Welcome Gallery, which features a life-sized diorama of a Métis bison hunt

### Assiniboine Park & Zoo

Winnipeg’s premier green space is already visited by millions of people annually and already boasts the Leo Mol Sculpture Garden, the Assiniboine Park Zoo, and the Lyric Theater at which free concerts play throughout the summer season. With the establishment of the Assiniboine Park Conservancy, a private not-for-profit corporation dedicated to improving its infrastructure and services, the park and zoo have expanded to a world-class floral, zoological, artistic, and activity-based attraction to deliver internationally renowned entertainment and recreation options. The Journey to Churchill exhibit has been recognized as the most comprehensive northern species exhibit of its kind.

Recently opened to the public, The Leaf is a spectacular indoor horticultural attraction that showcases four distinct biomes; the Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and the Shirley Richardson Butterfly Garden. The outdoor Gardens at The Leaf offers six diverse gardens spread through 30



acres of greenspace. The Indigenous Peoples Garden is a gathering place that celebrates Indigenous cultures and their deep philosophical understanding and respect for nature.

### The Canadian Museum for Human Rights

Located in the heart of downtown Winnipeg, the Canadian Museum for Human Rights, Canada's first federal museum located outside Ottawa, is housed in an iconic building and will be a national and international destination and a centre of learning where Canadians and people from around the world can engage in discussion and commit to taking action against hate and oppression. Opened in 2014, it enhances the public understanding of human rights, promotes respect for others, and further cements Canada's reputation for championing human rights issues from right here in Winnipeg.



### True North Square

An iconic mixed-use development in the heart of Winnipeg's downtown area. True North Square is more than a collection of buildings – it is a living entity ready to accommodate a dynamic Winnipeg community, drawing in and capitalizing on the synergies between working, living, socializing, and gathering all in one central location. It is designed to be a vibrant hub that combines office, retail, residential, and entertainment spaces. The development spans over 1 million square feet and is situated between the Canada Life Centre and the RBC Convention Centre, making it a central part of Winnipeg's sports and entertainment district.

### Sports

Winnipeg's sports teams offer a diverse range of entertainment and have fostered a strong sense of community pride. The Winnipeg Blue Bombers are a storied football team in the Canadian Football League (CFL). The team plays its home games at Princess Auto Stadium and is known for its dedicated fan base and community ownership. The Winnipeg Goldeyes are a minor-league baseball team that plays in the American Association of Professional Baseball. Established in 1994, the Goldeyes have won multiple league championships. They play their home games at Blue Cross Park and are affectionately nicknamed "The Fish". The Winnipeg Sea Bears are a professional basketball team competing in the Canadian Elite Basketball League (CEBL). Founded in 2022, the Sea Bears play their home games at the Canada Life Centre. They have quickly become a beloved part of Winnipeg's sports scene. Lastly, the Winnipeg Jets are a professional ice hockey team in the National Hockey League (NHL). The team was originally established as the Atlanta Thrashers in 1999 and relocated to Winnipeg in 2011, bringing back the Jets name. The Jets play their home games at the Canada Life Centre.



### Canada Life Centre

Home of the Winnipeg Jets and Winnipeg Sea Bears is Canada Life Centre, an indoor sports arena and entertainment venue in downtown Winnipeg. This facility can host a variety of premier sports, music and entertainment events and is designed to ensure the ultimate fan experience.

### Princess Auto Stadium

Home of the Winnipeg Blue Bombers and the Manitoba Bisons, Princess Auto Stadium is a world-class athletic and recreation venue constructed near the University of Manitoba. The facility includes a new stadium with over 33,000 seats and 40 private suites with additional hospitality areas and a new fitness centre. Valour FC is a Canadian professional soccer club in Winnipeg which competes in the Canadian Premier League and plays their home matches at Princess Auto Stadium.



### Blue Cross Park

Blue Cross Park, located at One Portage Avenue East in downtown Winnipeg, Manitoba, is a premier baseball stadium and home to the Winnipeg Goldeyes of the American Association. Opened in June 1999, this state-of-the-art facility has received rave reviews for its excellent amenities and vibrant atmosphere. The park features a seating capacity of 7,481, 30 luxury skysuites, a picnic area, and an open patio overlooking the field from the right field corner. Blue Cross Park is not only a great place to watch baseball but also hosts various functions, concerts, and other sporting events, including the baseball competition at the XIII Pan Am Games.

### James Richardson International Airport

The \$585 million transformation of Winnipeg's airport including the construction of a new terminal, access road, parkade and an additional hotel means Winnipeg's ever-increasing passenger and cargo traffic levels will continue to be managed safely and efficiently. With expanded retail services reflective of Winnipeg, the ability to accommodate more and larger international flights, the opening of a new bus terminal, and the relocation of the Canada Post plant nearby, Winnipeg's airport is literally positioned to become one of the busiest in Canada.

### The Assiniboine River Walk

A lighted pathway that lies on the north shore of the Assiniboine River from the Forks to the Legislative Grounds.

### The Manitoba Centennial Centre

Home to Canada's Royal Winnipeg Ballet, the Manitoba Opera and the Winnipeg Symphony Orchestra, located in downtown Winnipeg includes the Concert Hall and Planetarium and the Manitoba Museum.

### Rainbow Stage

Located at Kildonan Park offers fun, superb, award-winning performances of popular Broadway hits in a covered outdoor setting.

### The Royal Manitoba Theatre Centre

Canada's first English-speaking regional theater and a model for regional theatres throughout North America; presents over 250 performances annually for more than 150,000 theatre lovers.

### Fort Whyte Centre for Environmental Education

Fort Whyte is a wild oasis offering forests; self-guided trails, an interpretive centre and a freshwater aquarium.

### Culture and Festivals

With over 935 parks, 24 golf courses, 50 indoor arenas and curling rinks, 40 galleries, 50 theatres and performance venues, and 20 libraries we believe in community, recreation and fun. We enjoy numerous unique festivals in our community including the Red River Exhibition with Manitoba's largest midway and a wide variety of family entertainment. Folklorama is the largest running multicultural event in the world of its kind, held throughout the city for two consecutive weeks during the summer months. The Winnipeg Fringe Theatre Festival is the second-largest fringe festival in North America. The annual Winnipeg Folk Festival is internationally renowned, 40 years old and running strong. The Festival du Voyageur is one of North America's longest-running winter festivals. These along with numerous others including the Winnipeg International Children's Festival, and the Winnipeg Jazz Festival, which hosts some of the finest Jazz Musicians from around the world and converges at the Winnipeg Art Gallery (Canada's oldest public Art Gallery,) help ensure that our unique contemporary culture grows and thrives.



Our musical roots are strong and deep as well. Since its founding in 1948, the Winnipeg Symphony Orchestra has been a pillar in the Canadian music scene, including the Winnipeg New Music Festival which features international and local artists who delight thousands of attendees each year. The Manitoba Chamber Orchestra has been offering an accessible, eclectic repertoire for over 50 years. The Manitoba Opera has also celebrated over 50 years of "changing people's lives through the glory of" professional opera. With over a century of experience, the Winnipeg Philharmonic Choir is Western Canada's longest-established adult choral group with a well-earned reputation for excellence.

There is no shortage of entertainment options and we have a sophisticated and open cultural scene. Canada's crossroads are easy to get to by land, rail or air; but difficult to leave.

For more information on Winnipeg please visit <https://www.travelmanitoba.com>, [www.winnipeg.ca](http://www.winnipeg.ca), [www.economicdevelopmentwinnipeg.com](http://www.economicdevelopmentwinnipeg.com), [www.winnipeginlandport.ca](http://www.winnipeginlandport.ca), and [www.centreventure.com](http://www.centreventure.com).