Chilliwack School District

MEDIA RELEASE

For Immediate Release
March 25, 2024

Chilliwack School District

Shelley O'Brien appointed as Communication Manager

The Chilliwack School District is pleased to announce that Shelley O'Brien has accepted the position of Manager of Communication. Ms. O'Brien will step into the role of the Communication Manager on March 25, where she will play a crucial role in implementing and executing communication strategies in support of the Board of Education's Strategic plan and facilitate the understanding and achievement of the District's priorities, goals, and objectives. Part of this work will include supporting the ongoing important work of clarifying communication with partner groups, parents/ guardians/ caregivers, staff, First Nations, community members and organizations.

Leveraging over 18 years of experience in senior administration and communications roles, Ms. O'Brien has held diverse roles, including Internal Communications Manager, Chief of Staff, and Administrative Officer across tech, finance, energy, and education sectors. Her extensive experience encompasses successfully managing operations and communications for executive leadership teams, boards, faculty, students, and investors. Ms. O'Brien has a proven track record in implementing communications strategies and establishing sustainable communication processes. As an Indigenous professional, she actively supports Indigenous advocacy groups, providing volunteer copyediting and grant / proposal writing services to advance Indigenous community interests.

Commenting on the appointment, Superintendent of Schools Rohan Arul-pragasam stated, "We are excited to welcome Shelley to our team as the District's Communication Manager. Through her extensive, rich experiences across multiple organizations over the last 18 years, coupled with her commitment to fostering inclusivity and belonging through strategic communications and enhancing workflow competencies, Ms. O'Brien will support the creation of a rich District culture where students and adults will continue to thrive."

With a Certificate in Communications and Public Relations from Western University, complemented by the completion of BA (Honours) in English from Queen's University in June 2024, Ms. O'Brien brings a wealth of experience to this role. She will be a strong addition to the Chilliwack School District Leadership team, which is instrumental in implementing the Board of Education's strategic plan with laser focus, supporting a culture where we continue to champion the human spirit.

For further information, please contact:

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