



## **IDENTIFICATION**

<b>Department</b>		<b>Position Title</b>	
Executive		Media and Communications Coordinator	
<b>Position Number(s)</b>	<b>Community</b>	<b>Division/Region(s)</b>	
11-13417	Yellowknife	Cabinet Communications	

## **PURPOSE OF THE POSITION**

The Media and Communications Coordinator assists with the administration and coordination of internal and external communications projects and services. The Media and Communications Coordinator supports the work of the Senior Communications Advisors and the Director, Cabinet Communications in delivering strategic communications across the Government of the Northwest Territories, including to Ministers and Departments. This role acts as a central point of coordination, managing dates, version control, tracking and project plans to ensure that communications are delivered on time and as planned.

## **SCOPE**

The Media and Communications Coordinator is part of the Cabinet Communications team within the Department of the Executive, which aims to support the Premier and Cabinet in their work on behalf of residents and stakeholders. The Cabinet Communications team provides strategic communications direction across GNWT, prepares and delivers political communications, engages in media relations and deals with issues management.

Together, the Cabinet Communications team ensure that the priorities of government are translated into broad messages, themes, priorities and plans – and that in turn those communications are delivered directly through the activities of Ministers and through the work of Departments.

Reporting to the Director, Cabinet Communications, the Media and Communications Coordinator is the central point of coordination and administration for the communications function. The Media and Communications Coordinator also works under the guidance of Senior Communications Advisors. Their work includes tracking communications plans and activities, monitoring approval processes, tracking actions and executing tactical elements of communications plans. The Media and Communications Coordinator will also conduct research, monitor media and compile/update files. In addition, they will provide

foundational services in drafting, editing and formatting to accelerate the work of Senior Communications Advisors and the Director.

Together, the team must be organized, aligned and responsive to ensure that its work is timely, accurate and aligned to priorities and frameworks. The environment is complex in terms of stakeholders and subject matter, with many moving parts.

## **RESPONSIBILITIES**

### **1. Support the administration and coordination of internal and external communication projects and services**

- Track activity against project plans, ensuring that timelines and deliverables are met
- Proactively support Senior Communications Advisors and others to advise them of upcoming deliverables or milestones
- Track approvals and hand-offs to ensure that activities are progressing as required, escalating when necessary to remove roadblocks and address problems
- Manage document versions and integrate changes and updates
- Coordinate from project to project to flag potential conflicts or deadline issues
- Prepare summaries and statistics to support project management, team leadership and continuous improvement

### **2. Act as a primary/central point of contact for media**

- Act as a first point of contact for media requests, routing requests to Senior Communications Advisors or others as appropriate and logging/tracking requests
- Coordinate interview scheduling with Ministers' offices
- Develop courteous and responsive relationships with journalists and others to assist their access to government representatives and ensure smooth process
- Track the timeliness of response to GNWT responses to media requests against media deadlines and internal standards

### **3. Coordinate key communications processes such as the news release process and updating of the website**

- Track and coordinate the news release process for GNWT, ensuring that news releases and other communications proceed through review stages and are released to media in a timely fashion, in the right version with the right approvals
- Obtaining translations for news releases and other communications in a timely manner.
- Maintain and update the Premier's section and newsroom on the GNWT website. in coordination with the release to media

### **4. Research, coordinate and prepare information materials and routine communications**

- Draft routine communications such as media advisories and routine news releases, for review and approval

- Provide basic editing and formatting for news releases from departments to ensure alignment with GNWT's guidelines for style and format and to provide an initial scan to highlight questions for Senior Communications Advisors' review
- Assist with writing, editing, proofreading and formatting materials including written products, speeches, presentations, briefing notes and articles for review by senior staff
- Conduct internal or external basic research (information gathering) as requested by senior staff, in support of communications activities

**5. Monitor and track results of communications, such as interview transcripts, media clippings and keeping files on specific topics**

- Conduct media monitoring including obtaining and filing media clippings
- Transcribe interviews where required, and/or review transcriptions for accuracy
- Ensure media files are up to date, organized and accessible
- Preparing and distributing summaries of media interviews internally

**6. Assist in the staging of protocol and other public events to promote government priorities and a positive image of GNWT.**

- Collaborate with the Chief of Protocol to align the work of Cabinet Communications and Protocol
- Ensure that protocol is properly observed in communications of all forms
- Support the implementation of visit and event programs in consultation with the Chief of Protocol.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Demonstrated writing and editing ability, with an emphasis on attention to detail
- Project coordination, tracking and organizational skills
- Basic judgment and critical thinking to manage sensitive and/or conflicting requests
- Courtesy, tact and service orientation to respond to internal and external requests
- Skills in using spreadsheets, web content management, project management tools and other software
- Ability to work independently, with initiative and good judgment about when issues or questions need to be escalated
- Listening, observation and learning to develop organizational and political awareness

**Typically, the above qualifications would be attained by:**

- Certificate or degree in a related field, such as communications, journalism or public relations, or equivalent experience
- 1 year experience (may be concurrent with above)

## **WORKING CONDITIONS**

### **Physical Demands**

The incumbent may spend lengthy periods of time sitting at a desk and working on the telephone and/or computer working. The incumbent has opportunity to move about the office and to participate in meetings and events outside of the office.

Frequency: Daily                      Duration: 7.5 hours/day                      Intensity: Normal

### **Environmental Conditions**

The incumbent works in a comfortable work atmosphere. The incumbent is not required to travel frequently, but duty travel may be required on rare occasions.

Frequency: Daily                      Duration: 7.5 hours/day                      Intensity: Normal

### **Sensory Demands**

The requirements of coordinating multiple plans and tasks with internal and stakeholder representatives requires attention to detail and solid interpersonal skills. There is considerable need for attention to detail when editing, proof reading and drafting. The incumbent deals with shifting/changing priorities on a daily basis and must consistently meet a set deadline. These work duties may impact on the timing of the incumbent's annual leave. The incumbent is required to display initiative and to focus on tasks at hand to ensure that all requirements of the position are being met.

Frequency: Daily                      Duration: 7.5 hours/day                      Intensity: High

### **Mental Demands**

The incumbent is required to respond to conflicting demands, internal and external inquiries with tact and judgment, operating in a sensitive political environment.

Frequency: Daily                      Duration: 7.5 hours/day                      Intensity: High

## **ADDITIONAL REQUIREMENTS**

### **Position Security (check one)**

- ☒ No criminal records check required
- ☐ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

### **French language (check one)**

- ☐ French required
- ☐ French preferred
- ☒ French not required