



Intern Job Description

IDENTIFICATION

<i>Position Number</i>	<i>Position Title</i>	
49-new	Intern-Communications Coordinator	
<i>Department</i>	<i>Division/Region</i>	<i>Location</i>
Health and Social Services	Policy, Legislation and Communications	Yellowknife

PURPOSE OF THE POSITION

Purpose: To assist in the development and implementation of internal and external communications, strategies and activities in order to promote and enhance the public image and identity of the Department, and improve the organizational effectiveness.

SCOPE

Reporting to the Manager, Planning and Communications, the intern will contribute to the development, implementation and assessment of a variety of PR and communication initiatives throughout the Department. This will include internal and external written communication affecting all levels of staff in Health and Social Services (HSS) and HSS Authorities across the NWT.

RESPONSIBILITIES

Responsibilities:

1. A well-planned organization wide strategy for communications contributes to the effectiveness and positive work environment of the Department. Challenges include accommodating a wide variety of diverse stakeholders, managing within a rapidly changing external environment and within a constrained communications budget. Specific activities include assisting with;
 - writing ministerial remarks
 - preparing media advisories and news releases

-media scanning and dissemination of key HSS related stories.

2. Most initiatives in the Department have some type of communications component. The intern will provide advice and assistance to other staff in HSS in the development of themed weeks through communications plans. Challenges include the diversity of communication requirements for the broad range of products and services of the Department, and the rapidly changing environment requiring frequent and quick shifting of priorities. Specific activities include:
 - working with staff to identify communication needs
 - suggesting creative options
 - assisting with production of materials
3. Many aspects of the Department's operation need to be communicated effectively to staff. The intern will be the coordinator of the Department's Newsletter. Challenges include rapidly changing information and the need to obtain up-to-date information from many sources across NWT. Specific activities include:
 - researching and writing articles for the Department Newsletter
 - researching and writing HSS stories for the GNWT Bear Facts Newsletter
4. Additional support to divisions will be required in the form of: key messages, media event logistics, speaking notes, ministerial statements and reports.

KNOWLEDGE, SKILLS AND ABILITIES BROUGHT TO THE JOB

Knowledge:

- basic communications/media relations theory
- basic research methods
- basic communications practices

Skills:

- strength in writing
- basic ability in conducting meetings
- proficiency in using the computer software and the Internet
- strength in designing communications materials
- time and project management

Behavioural Competencies: (entry level)

- focusing on clients and striving to meet their needs
- leading work teams
- listening, striving to understand and responding appropriately to others
- establishing effective working relationships

Typically, the above qualifications would be attained by:

A post secondary degree or diploma in communications, public relations, journalism or a related field.

WORKING CONDITIONS

Most work will be performed in a normal work environment.

Physical Demands

The work will be performed in a normal office environment.

Environmental Conditions

The work will be performed mainly in a normal office environment. Occasional assignments/projects require driving and/or work outdoors, such as taking photos, attending media events.

Sensory Demands

The work will be performed in a normal office environment

Mental Demands

The incumbent will be required to manage a number of concurrent projects with potentially conflicting timelines, and rapidly changing priorities. The work will be performed in a number of different locations. Limited travel outside of Yellowknife may be involved.

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

