



## IDENTIFICATION

Department	Position Title	
Education, Culture and Employment	Manager, Communications and Public Affairs	
Position Number(s)	Community	Division/Region(s)
71-2703	Yellowknife – HQ	Policy, Legislation and Communications

## PURPOSE OF THE POSITION

The Manager of Communications and Public Affairs is responsible for the management, development, coordinated implementation and maintenance of all internal and external communications and public affairs activities for the Department of Education, Culture and Employment (ECE).

## SCOPE

Reporting to the Director of Policy, Legislation and Communications, the position is located in Yellowknife and manages the financial and human resources of the section, including two direct reports, as well as overseeing contractors, supervising term and casual employees, summer students and interns, as and when necessary.

The Department of ECE has broad responsibilities across the territory, for all levels of education, training, labour standards and career development, income security programs, including student financial assistance, and culture and official languages. Clear communication of the Department's role and function, both internally to employees and externally to stakeholders, the public at large and other GNWT departments, is essential to ensure: appropriate and timely information is provided to the public; clients are aware of available programs and services and how to access them; stakeholders are aware of Departmental initiatives and how they may be affected; and, staff are informed of Departmental direction. It is the responsibility of the incumbent to manage the development and implementation of appropriate communication strategies to meet these objectives.

The Department often addresses controversial issues (e.g. Income Assistance client issues), issues that are sometimes national or international in their effect (e.g. immigration to the

NWT) or issues of high interest to NWT residents (e.g. education renewal). The Department must communicate with an audience, which ranges from individual stakeholders to national or international organizations and industry. Diverse and vocal groups, some of whom are unfamiliar with the NWT, scrutinize the activities of the Department and the incumbent must balance pro-active communications planning with crisis management.

The Manager is responsible for the development of strategic, innovative and creative communications products provided for use by Senior Management, the Deputy Minister, the Minister, Departmental staff in divisions and regions and other government departments. This position recommends direction, materials and delivery to achieve expected results, in anticipation of and in response to situations that are unique and may require new and imaginative communications. It provides support across the Department, interpreting and analyzing information to best position the internal and external relations that the Department has with public, stakeholders, political leaders, other departments, boards and agencies and other governments.

The Manager also provides strategic advice and counsel for senior management, program specialists and staff on all Departmental communications and public affairs activities. This position is responsible for the provision of specialist advice, expertise and technical leadership related to strategic communications, media relations, promotion of the Department's objectives and political communications which are distributed widely to residents of the Northwest Territories (NWT), and at times nationally or internationally. Department programs and services are highly visible and directly affect the lives of Northwest Territories residents, requiring accurate, deliberate and strategic communications.

The Manager must maintain a broad understanding of all Department programs, services, operations, legislative and policy frameworks, and political matters related to the scope of the Department's mandate for education, culture and employment. Subject to senior management direction, the Manager has the discretion to develop, maintain and implement communication plans and strategies for the Department and has significant latitude and freedom to act in meeting challenges and opportunities for public relations, strategic communications and promotional activities. The Manager's advice and counsel contributes to the overall impact on the public, stakeholder and partner perception of the Department.

## **RESPONSIBILITIES**

### **1. Provide leadership, expertise and advice in Communications and Public Affairs matters to the Deputy Minister, senior management and program staff of the Department.**

- Coordinate the preparation of Minister's speeches, interviews, speaking notes, public messages and statements delivered in the Legislative Assembly.
- Identify and analyze public relations opportunities and needs, and provide advice on courses of action to the Deputy Minister and the Department's Senior Management Team;
- Manage the development, implementation and evaluation of communication strategies for Departmental priorities, initiatives, announcements, awareness and promotional

campaigns and events to promote greater understanding of and support for the mandate, objectives and priorities of the Department;

- Oversee the development, review and release of various communications resources for the print, audio, and electronic communications channels using best practices and relevant communications standards, policies and guidelines to ensure resources have a consistent, professional appearance;
- Manage the solicitation of requests for proposals, selection of contractors and development and management of contracts as required for communications products developed for the Department;
- Solicit stakeholder and public input on Departmental programs as required by various projects;

**2. Lead the development and coordinated implementation of all communications strategies for the Department.**

- Lead the development, implementation and evaluation of communication strategies for Departmental priorities, initiatives, announcements, awareness and promotional campaigns and events to promote greater understanding of and support for the
- Direct research to identify internal and external communications needs;
- Manage the implementation and evaluation of communications strategies and standards, policies and guidelines for the Department; implement and uphold relevant GNWT communications policies and guidelines; and ensure consistent application of these policies and guidelines throughout the Department;
- Evaluate the effectiveness of communication plans and activities, and recommend alternatives or revisions as required;
- Provide expert advice to Senior Management and Department officials related to communications and media relations issues management and strategic communications; and
- Provide expert advice to Senior Management and Department officials related to matters of protocol.

**3. Lead the development and implementation of Departmental media relations and provide expert advice.**

- Lead the development of standards for media relations in keeping with the GNWT Communications Policy;
- Monitor and analyze territorial, national and international media to track trends in public opinion in the areas of education, culture and employment;
- Develop and maintain a network of media contacts, locally and nationally;
- Lead and participate in the development and implementation of communications and media relations for Department officials;
- Provides support for communications related to emergent situations;
- Provides expert advice in drafting and editing communications materials for local and national media;
- Participate as a member of issues management teams; and
- Provide media plans for the Minister's office including television, radio and print interviews and prepare background information for key media messages as required.

**4. Lead all Department wide public affairs and communications activities.**

- Lead the development, implementation, monitoring and evaluation of standards for advertising;
- Subject to the GNWT Visual Identity Program, lead the development, implementation, monitoring and evaluation of standards for promoting the Department's image, including development and delivery of training;
- Provide expert advice and support to other organizations such as education bodies, Aboriginal organizations, special interest associations and community governments;
- Lead and participate in committees to ensure that messaging is consistent with the Department's mandate and focused for targeted audiences;
- Respond and prepare speaking notes for other departments on joint issues for which the Department is the lead;
- Manage the development and coordinate implementation of key messages for stakeholders; and,
- Monitor and evaluate external documents created by divisions and provide advice and recommendations to the Directorate.

**5. Lead the development and implementation of Departmental public information, education and promotion activities.**

- Lead the development of standards for public information, delivery of public education programs and activities and promotional activities in keeping with the Department's communications strategy;
- Provides expert advice and assistance with the production and/or provision of materials (print, audio-visual, etc.) and event planning (e.g. theme weeks);
- Develops and reviews content for the Departmental website; and,
- Manages production of department-wide materials or aids.

**6. Participate in intergovernmental communications activities by developing and providing Department positions and perspectives on shared communication activities.**

- Represent the Department at Federal/Provincial/Territorial (FPT) meetings of communications officials;
- Participate in the development of nation-wide messaging and awareness campaigns;
- Participate in committees, task forces and steering committees as required; and
- Participate in the development of communications plans and networks for pan-Canadian announcements, joint communiqués, and news releases in the area of education, culture and employment.

**7. Manages the staff and resources of the Communications section.**

- Oversee the recruitment of staff reporting to the position;
- Participate in strategic planning processes leading to the establishment of appropriate and measurable Departmental goals and objectives;
- Effectively communicate expectations and performance objectives to staff, and monitors and evaluates performance at regular intervals;

- Develop staff capacity through provision of advice, direction and support including provision of appropriate training or other professional development options;
- Deal effectively and efficiently with human resource issues including level one grievances, and make recommendations to the Director concerning resolution of higher level grievances;
- Ensure staff access to necessary resources, supplies, equipment and information;
- Assist in Divisional budget planning and expenditure management;
- Prepare and manage contracts as required;
- Prepare, manage and controls the section budget by monitoring expenditures, preparing variance reports, and taking corrective action as required;
- Represent the Department on GNWT communications committees; and
- Provide support to Division management activities as directed from time to time.

## **WORKING CONDITIONS**

This position operates in a high volume environment with political sensitivities, competing priorities and mental demands on the incumbent's time and participation.

### **Physical Demands**

No unusual demands. There is limited physical effort required for this position. Occasional packing and carrying of display equipment and materials.

### **Environmental Conditions**

No unusual demands.

### **Sensory Demands**

No unusual demands.

### **Mental Demands**

No unusual demands. The incumbent may occasionally be required to travel.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Expert knowledge of communications, public and media relations theories and practices, including issues management and strategic communications planning;
- Extensive knowledge of public education/information and training theory and principles and ability to apply at a seasoned level;
- Ability to work effectively in cross-cultural, and highly politicized situations;
- Knowledge of the North's socio-economic, cultural and political environment;
- Extensive knowledge of strategic planning, analysis and problem solving techniques;
- Proficient knowledge of print, design, audio-visual and multi-media production techniques;

- Proficient knowledge of computer software including word processing, desktop publishing, email and Internet applications;
- Awareness of the importance of traditional knowledge, language and culture;
- Exceptional written and verbal communication skills, including plain language use , which are necessary for the development, editing and proofreading of public information;
- Strong management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams within time and resource constraints while monitoring progress and evaluating results;
- Proven ability to analyze issues and suggest and influence appropriate means of action related to communications planning and execution;
- Proven ability to develop and express ideas, concepts, judgments and recommendations to a variety of audiences in clear and concise ways, using appropriate verbal, written and graphic means;

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

The knowledge, skills and abilities required for this position would typically be acquired through a degree in the communications field with concentrations on media relations, journalism, public relations, management studies, or marketing, along with a minimum of five (5) years of directly related progressive experience in the industry, including two (2) years of related supervisory experience.

**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

and concurrent projects independently or in teams within time and resource constraints while monitoring progress and evaluating results;

- The skill to review communications proposals and to effectively link proposals to stated GNWT and Departmental goals and objectives is essential;
- Seasoned ability to analyze issues and suggest appropriate means of action related to communications planning and execution;
- Seasoned ability to develop and express ideas, concepts, judgments and recommendations to a variety of audiences in clear and concise ways, using appropriate verbal, written and graphic means;
- Seasoned ability to influence, develop direction and change mind set based on expertise and best practices;
- Expert ability to analyze and interpret situations and recommend innovative or creative approaches;
- Practiced ability to determine appropriate procedures and approaches for communications activities based on expertise and experience;
- Ability to build and sustain relationships with stakeholders, leading teams and supervise subordinate staff effectively; and
- Political sensitivity, self-confidence, tact and diplomacy are critical in contacts with stakeholders and politicians.

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