



IDENTIFICATION

Department	Position Title	
Justice	Senior Communications Advisor	
Position Number(s)	Community(s)	Division/Region(s)
82-10105	Yellowknife	Policy & Planning

PURPOSE OF THE POSITION

The position provides senior level communications expertise and support as well as official languages direction and advice to the Minister, Directorate and other divisions within the Department of Justice.

SCOPE

The Department of Justice is responsible for a legislative and policy framework that is broad and complex, including over 80 pieces of territorial legislation relating to the functions of the Attorney General and Solicitor General. The incumbent must have a working knowledge of this legal framework, the core programs and services supporting the department's mandate, and departmental and territorial initiatives in order to perform duties effectively.

Under the general direction of the Director of Policy & Planning, the incumbent provides advice and support to the Minister's office, Deputy Minister, Assistant Deputy Ministers, Directors and department staff. In that role, the incumbent is responsible for three core functions:

1. in collaboration with the senior management team, set the strategic direction for communications within the Department of Justice;
2. provide expert communications and media relations services and support; and
3. oversee the department's obligations and responsibilities under the *Official Languages Act*.

The incumbent must be able to work independently with little direction and supervision and must display discretion, tact and diplomacy in balancing priorities, dealing with sensitive socio-political issues, and working with a wide variety of staff, agencies and stakeholders. His or her expertise will be called upon to recommend appropriate action to senior management for matters as they arise. The decisions and recommendations made by the incumbent have an immediate impact on the perception of and the credibility of the Minister the Department and the GNWT, as well as the public's understanding of the programs and services delivered by the department and the GNWT.

DIMENSIONS

Reporting Positions:	NA
Compensation & Benefits:	NA
Operations & Maintenance:	\$500,000
Capital:	NA

RESPONSIBILITIES

1. Strategic communications planning, advice and support

- Lead and support the development of department-wide and program-specific communications plans, strategies, policies and procedures in accordance with GNWT and departmental policies and guidelines, and provide leadership in implementation.
- Support divisions and staff at all levels in the provision of information and materials to the public as required, as well as public campaigns on Justice-related projects and issues. This includes developing materials for a wide range of audiences (the public, clients, the Legislative Assembly) using a full array of communications media to support the Department's programs and services, including print, video, radio and electronic formats.
- Coordinate and collaborate with other GNWT departments to develop communications campaigns and materials to support programs and services that affect more than one department.
- Represent the department in the GNWT communications community.
- Develop issue notes, presentation materials, statements and other resources through research and analysis of policies, programs and services, as well as the socio-political context.
- Develop and maintain the department's public web site, and provide advice and assistance to the development of public websites for other offices affiliated with the Justice system.
- Conduct evaluations and report on the effectiveness of various communications activities and recommend alternatives and revisions as required.
- Administer / monitor contracts for third-party services and products.

2. Media relations advice and support

- Provide effective media relations services and supports through advice and training, fostering effective relations with both northern and southern (national/international) media agencies, and monitoring / evaluating the political, public and media environment.
- Coordinate and develop Ministerial and departmental news conferences, media releases and advisories, special events and speeches.
- Liaise with other GNWT departments as well as other government and non-government agencies in assessing and responding to media relations events and inquiries.

3. Responsibilities related to the administration of the Official Languages Act:

- Provide strategic advice to department management and staff on Official Language requirements, and develop strategies and products to ensure the department fulfills its obligations.
- Manage funds received annually from the Canada-NWT Agreement, including tracking and reporting of activities and expenditures.
- Contribute to interdepartmental official languages initiatives and activities, as well as the development of GNWT official languages policies and procedures.
- Administer / monitor contracts for third-party services and products.

KNOWLEDGE, SKILLS AND ABILITIES

- Demonstrable and strong knowledge of public / media relations and best practices in strategic communications planning;
- Knowledge of strategic planning, analysis and problem solving techniques;
- Knowledge of northern media agencies, audiences and communications considerations;
- Knowledge of GNWT communications and official languages policies;
- Knowledge of government, including its legislative process and mechanisms, operations of Executive Council and the Legislative Assembly, and inter-governmental / inter-jurisdictional processes and relationships;
- Ability to distinguish between legal, policy and political issues, and to analyze critically in order to suggest an appropriate means of action;
- Ability to work independently on complex matters, and lead and work effectively in teams;
- Ability to work effectively with a wide variety of people, frequently under stressful or time-limited conditions;
- Excellent oral and written communications skills, as well as the ability to adapt communication styles to accommodate different needs with tact and diplomacy;
- Ability to build and sustain effective working relationships and work collaboratively with media, stakeholders, department and ministerial staff;
- Management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams, within a work context that has changing timelines and/or competing priorities;
- Strong computer skills, including skill in a variety of software applications for word processing, electronic mail, presentations and the Internet.

Typically, the above qualifications would be attained by:

A degree in a specialized communications discipline such as journalism or public / media relations, plus a minimum of five years direct, progressive experience in the communications field, or an equivalent combination of education and experience.

WORKING CONDITIONS

Physical Demands

No unusual physical demands.

Environmental Conditions

No unusual environmental demands.

Sensory Demands

Visual and auditory senses are used the most to perform the duties of the position. Accuracy is crucial for this position, particularly in drafting and proofreading documents such as Ministerial briefing materials and public-oriented resources.

Mental Demands

Competing demands around deadlines and changing deadlines can lead to mental stress. A high level of concentration and attention is essential, as decisions often have immediate and/or long-range effects. Work must be of the utmost level of accuracy. The scope of work can involve politically-sensitive issues and tight deadlines with a high degree of intensity. The incumbent works with a wide range of individuals at all levels within the organization.

This position is the only communications position within the department, and coverage and continuity of work must be considered at all times, including absences from office. These conditions can lead to mental and emotional fatigue and stress.

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

Official Language Considerations (check one)

- Not required
- Bilingual required (state language):
- Bilingual preferred (state language): French