



IDENTIFICATION

Department	Position Title	
Northwest Territories Business Development & Investment Corporation	Communications Coordinator	
Position Number(s)	Community	Division/Region(s)
89-14731	Yellowknife	Business Services/Communications

PURPOSE OF THE POSITION

The purpose of the position is to provide communications support to the BDIC in accordance with the BDIC's regulations, policies and procedures to ensure effective communications of the BDIC and its programs, both internally within the Corporation to the GNWT and externally to the general public.

The Communications Coordinator provides support to the Manager Business Services and Communications and is responsible for assisting the public through Canada Business NWT (CBNWT) and the Business Services Program.

This position is also the French Language Services Coordinator for the BDIC.

SCOPE

The BDIC is a Crown Corporation of the Government of the Northwest Territories (GNWT) and provides a range of programs and services to help northern businesses succeed. The BDIC supports the economic objectives of the GNWT by encouraging the creation and development of businesses, providing financial assistance to businesses, and making investments in business enterprises. The BDIC promotes financial independence, assists communities in capturing investment development opportunities, and helps develop a diverse and viable northern economy. The BDIC's role in promoting and maintaining economic development and employment has both economic and social aspects.

Canada Business NWT (CBNWT) part of the BDIC's Business Services Program provides business information to small businesses and entrepreneurs across the NWT.

This position is located in Yellowknife and reports to the Manager Business Services and Communications. The incumbent provides relevant information to assist entrepreneurs, consultants, and others with the development of new or expanded business opportunities.

This position is responsible for assuring that all the BDIC's communications are accurate, professional and represent the values of the Corporation. The Corporation must provide timely responses to correspondence, and production of documents that are accurate and comply with the BDIC's visual identity and communications protocols.

The Communications Coordinator deals with documents and issues that are confidential in nature as well as other government initiatives, and must exercise discretion in the execution of duties. The incumbent provides general day-to-day support for the Manager Business Services and Communications and also provides backup services for the Administration Officer.

RESPONSIBILITIES

1. Provides communications support to the BDIC

- Conducts media monitoring and clips relevant news articles.
- Monitors and replies to public enquiries from the BDIC info email box and distributes messages for appropriate response.
- Produces and distributes the BDIC's newsletter.
- Provides support to managers such as drafting correspondence, editing documents and providing necessary support on written communications.
- Drafts correspondence, reports and presentations for the CEO and the Board.
- Drafts public and media press releases.
- Assists in preparing briefing materials.
- Monitors and assists in updating web content (written and images) for the BDIC and its subsidiaries.
- Formats and reviews key strategic documents such as the BDIC's Annual Report and Corporate Plan.
- Coordinates with service providers the printing and creation of communications items such as business cards, brochures and promotional items.
- Photographs and video tapes the BDIC's events and manages the BDIC's and its subsidiaries photo organization and storage of historical media.
- Advises on communications best practices, opportunities and strategies.
- Evaluates, analyzes and measures ongoing communications strategies.
- Identifies areas where the BDIC can increase program awareness.
- General support to the Manager Business Services and Communications.

2. Serves clients through the BDIC's Business Services Program

- Assists clients in finding resources to help them start and grow a business.
- Meets with clients to provide assistance to starting and growing a business.
- Researches new opportunities and creates resources to serve NWT entrepreneurs and small businesses.
- Edits written and web content for CBNWT.
- Provides Manager Business Services and Communications reports on CBNWT service delivery.
- Coordinates content for CanadaBusiness.ca.
- Researches information, programs and services that may help NWT businesses.
- Coordinates gathering feedback for CBNWT's programs through developing surveys and feedback forms.
- Answers business assistance phone line and provides information and resources in both English and French.

3. Coordinates BDIC events

- Works with strategic BDIC partners to promote the BDIC's programs and services.
- Coordinates the organization of events and conferences such as the Northern Economic Development Practitioners Conference.
- Designs and prepares materials for tradeshow and events.

4. Creates advertisements and promotional material for the BDIC's programs

- Researches opportunities to promote the BDIC's programs and services.
- Creates and maintains branding strategies for the BDIC and its subsidiaries.
- Creates and places advertisements for the BDIC's programs and events.
- Measures effectiveness of promotional campaigns.
- Organizes and places advertisements in Northern media.
- Designs branded products such as business cards, billboards, store signs, and brochures.
- Maintains the BDIC's branding and design and advises on common look and feel.
- Makes sure the BDIC adheres to professional design best practices.

5. Responsible for French language service delivery for the BDIC

- Representative for the BDIC on the GNWT French Language Service Committee.

- Responsible for the coordination of translating of the BDIC's documents.
- Creates responses to service requests in the NWT's official languages.
- Answers the CBNWT French phone line.
- Assists in coordinating the delivery of the BDIC's programs and services in the NWT's official languages.

WORKING CONDITIONS

Physical Demands

Required to sit in one location much of time in an office environment. Some travel required including to remote communities.

Environmental Conditions

No unusual demands.

Sensory Demands

Sensory attention required for reviewing large volume of written material requiring quality assurance.

Mental Demands

Demands for thoroughness and accuracy in work, often performed under strict deadlines, can cause stress. Incumbent works in a politically sensitive working environment in which activities may be highly visible to the public.

KNOWLEDGE, SKILLS AND ABILITIES

- Advanced written and verbal communications skills
- Knowledge of communications
- Knowledge of BDIC policies and procedures
- Knowledge of NWT political, economic and social environment
- Ability to work under minimal supervision
- Ability to work in cross-cultural settings
- Excellent computer skills, including experience with Adobe Creative Suite (Photoshop, InDesign and Illustrator) and Microsoft Office
- Photography and videography skills an asset
- Self-starter with ability to take action with a sense of urgency and drive
- Knowledge of best practices for communicating through different mediums ie: online and print
- The incumbent must be bilingual in French and English with advanced skills in speaking, reading and writing.

Typically, the above qualifications would be attained by:

These skills are normally acquired through a degree/diploma in Business Administration, Communications, Journalism or Marketing combined with 2 years of experience developing communications materials. French language skills required.

ADDITIONAL REQUIREMENTS

Position Security (check one)

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

French language (check one if applies)

- X French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) Intermediate (I) Advanced (A) X

READING COMPREHENSION:

Basic (B) Intermediate (I) Advanced (A) X

WRITING SKILLS:

Basic (B) Intermediate (I) Advanced (A) X

- French preferred

Aboriginal language: Choose a language

- Required
- Preferred