



IDENTIFICATION

Department	Position Title	
Beaufort Delta Education Council	Public Affairs Coordinator	
Position Number(s)	Community	Division/Region(s)
11635	Inuvik	Superintendent's Office

PURPOSE OF THE POSITION

Reporting mainly to the Superintendent of Schools, the Public Affairs Coordinator is responsible for: managing, developing, and implementing all internal and external communications planning and public affairs activities; coordinating, managing and implementing policy development and analysis; and providing issue management and executive administrative support and coordination for the Superintendent and Beaufort-Delta Education Council (BDEC) in order to ensure sound governance, effective education programming, and related public image. The position coordinates and develops strategic policies and plans, develops and implements the Council's strategic communications strategy and standards, writes and produces internal and external publications and advertising, develops briefing materials and key messages for the Superintendent, Council Chairperson, and school principals, develops and delivers public relations and governance training for staff, DEAs, and Council, and coordinates the senior student accommodation program

SCOPE

The Beaufort-Delta Education Council is the governing body appointed by the Minister of Education, Culture and Employment to provide governance, leadership and set policies for the Education Council. The BDEC consists of the one member from each of the eight District Education Authorities (DEAs) that represent the communities of Inuvik, Aklavik, Tuktoyaktuk, Sachs Harbour, Paulatuk, Ulukhaktok, Tsiigehtchic, and Fort McPherson and one elected member from the Gwich'in Tribal Council (GTC) and Inuvialuit Regional Corporation (IRC). The BDEC serves approximately 1800 students in nine schools, is responsible for a staff and a budget of approximately \$25 million. The Superintendent of Schools and staff of BDEC provide professional advice; educational, administrative, technical and financial services; and support and assistance to the BDEC, DEAs, school administrators and staff, stakeholders, members of the public and particularly, students and their families in order to ensure the delivery of quality educational programs and services within the division.

The Public Affairs Coordinator is responsible for coordinating and implementing all council communications, media relations and public affairs activities and facilitating the creation of a favourable public perception of the Council and its schools by continuously improving upon the methods of internal and external communications with all education stakeholders. The decisions and recommendations made by the incumbent have an immediate effect on the public's perception of the usefulness of Council programs services and initiatives.

The Public Affairs Coordinator is also responsible for providing confidential communications coordination, policy advisory and administrative services to the Superintendent, the Council and the DEAs. This includes responsibility for coordination Council meetings (five per year), researching and preparing reports, motions and policies for Council review and approval, providing advice, training and professional development for the BDEC and DEAs, serving as the Council's Policy Analyst, also acts as the Council's Access to Information and Protection of Privacy (ATIPP) Coordinator, and the Program Coordinator for the Inuvik Boarding Home Residence and Home Boarding Programs in Inuvik.

The Public Affairs Coordinator has a significant impact on the ability of the BDEC and the DEAs to make effective governance decisions by providing training and development opportunities, advice, and administrative services. He/she makes a significant contribution to the Superintendent, regional committee reps, school principals, and the media, by ensuring they have the policy and public relations direction and advice required to carry out their responsibilities. The Public Affairs Coordinator also has a direct impact on students and families, clients, stakeholders and members of the public by researching, analyzing, and drafting education policy, and ensuring that all parties are well informed through the development and implementation of the communications and media relations plans.

RESPONSIBILITIES

Manage the Council's strategic approach to public communications.

Main Activities

- Coordination, development, implementation and evaluation of an annual communications plan;
- Develop and maintain a positive working relationship with news media and provide initial contact for, and response to, media reporters and inquiries from students, families, stakeholders and the public dealing with non-technical information;
- Make recommendations on timelines regarding the release of information;
- Counsel and assist the eight school Principals and their school media contacts on the identification, design and implementation of public relations activities and opportunities.
- Advise staff on how best to respond to media inquiries on a case by case basis within the parameters of Council and GNWT policies;

- Research, develop positions and prepare key messages, briefing notes and speeches for various emergent and potential news items for quick and easy reference/retrieval by the Superintendent and Council Chairperson;
- Provide issue management communication coordination for the BDEC and assume responsibility for the preparation of media responses to critical situations and issues.

Promote and enhance the public image and corporate identity of the Council from a corporate level.

Main Activities

- Identify and analyze public relations opportunities, determine media style of communications that will best reach target audiences and prepare recommended course of action;
- Coordinate communications initiatives, or liaise with contractors to prepare materials, that outline and promote the BDEC and its programs, including the preparation of the Council's annual and accountability reports, media and news releases, posters, brochures and newsletters and review and edit for tone, style and format;
- Facilitate public communication and understanding of the Council's policies, programs and activities in part through identifying issues to be communicated to the public by news releases, advertising or other print and electronic media;
- Develop and deliver workshops with Council staff, school administrators, regional committees, the Council and DEAs on strategic communications, planning and effective media relations'
- Design/develop, purchase and manage the distribution of promotional items including but not limited to retirement gifts, long service awards, student honour pins, recruitment packages, staff recognition cards and workshop materials, handouts and prizes.

Coordinate, manage and implement the design, development and analysis of macro policy and strategic and corporate plans for the Council.

Main Activities

- Coordinate policy research, development, and implementation in part through the preparation of motions, policies and procedures, and Strategic and Business Plans for the Council.
- Develop design criteria and identify policy options for review by the Superintendent.
- Monitor political, legal, sociological, and demographic developments to ensure Council policies are in compliance with other GNWT legislation, directives and policies.
- Evaluate policies and programs (including effectiveness and efficiency) and review emergent needs with staff and stakeholder involvement.
- Maintain the Council's policy manual, manage the Policy Review Process, and distribute updates.
- Present and discuss policy development with relevant stakeholders at different stages of development, and deliver policy development workshops as necessary.

- Support senior staff and the Superintendent by developing briefing material as required.

Provide issue management/administrative support to the Superintendent, Council and DEAs.

Main Activities

- Provide issue management and executive administrative services to the Superintendent that are required to ensure full information is available to make sound decisions. This includes: draft, review, edit correspondence; complete special projects and reports of a confidential nature; conduct research and provide analysis; maintain/update Council policies; and otherwise ensuring effective communications between the Superintendent, Council, DEAs, schools, and community stakeholders.
- Act as the ATIPP Coordinator for the Council and respond to requests for information as appropriate under the legislation.
- Coordinate residence and home boarding programs for the senior secondary students from Tsiigehtchic, Sachs Harbour and Paulatuk attending school in Inuvik to ensure students are provided a positive, safe and healthy home environment. This includes: recruiting and matching students with home boarding parents, provide policy advice, administrative and program support to contractors who administer the programs; keeping accurate and confidential academic, attendance and behaviour records on students, and payment authorization for home boarding parents.
- Coordinate the preparation of proposals for funding in order to ensure that the BDEC, DEAs and schools have access to additional education opportunities. This includes; researching and distributing information on funding opportunities; assisting with the development of proposals; and maintaining an electronic fundraising database of proposal opportunities and sample proposals.
- Coordinate 3 BDEC Council meeting per year in order to ensure the Council has the information and support required to make effective governance decisions. This includes; preparing and distributing initial agendas, meeting packages and media kits, arranging meeting dates, locations, travel and accommodations; recording and transcribing minutes of the meetings; preparing action item lists; and maintaining confidential files/records.
- Facilitate BDEC and 8 DEA's training and development activities and provide DEAs with governance, policy and communications advice and assistance. This includes; developing and delivering workshops such as orientation for new members, roles and responsibilities, policy development, ATIPP, and meetings rules of order, and monitoring and supporting DEA completion of legislative responsibilities and reporting.

Perform other related duties as directed by the Superintendent.

KNOWLEDGE, SKILLS AND ABILITIES

The incumbent must have a working knowledge of the theory and practice of public affairs, policy development and analysis, board governance, and adult learning. A high degree of knowledge in senior administrative and office management procedures as also required. He/she must have advanced knowledge in the fields of public relations and communications; a good understanding of Robert's Rules of Order, Council, DEA and school policies, procedures and operations, problem solving strategies; have familiarity with other territorial government legislation (Education, Public Service, Local Elections, Financial Administration Acts and Regs) and directives (Home Schooling, Inclusive Schooling, Student Records, etc.); and be capable of researching, analyzing developing and maintaining policies, reports and motions. The incumbent requires the ability to maintain a high level of accuracy and confidentiality concerning BDEC files. He/she must have a very strong research and verbal and written communication skills, and the ability to interact regularly and deal effectively with members of the media, school principals and staff, elected education representatives, students and families, and the public.

The incumbent must demonstrate the following skills:

- Excellent interpersonal skills
- Highly effective verbal and written communication skills
- Team building skills
- Computer skills including the ability to operate word processing, desktop publishing, spreadsheet, file server and email programs at a highly proficient level
- Analytical, problem solving and strategic planning
- Decision making skills
- Effective verbal and listening communications skills
- Superior editing skills
- Attention to detail and high level accuracy
- Very effective organizational skills
- Stress management skills
- Time management skills
- Facilitation skills

The incumbent must maintain strict confidentiality in performing the duties of the Public Affairs Coordinator. The incumbent must also demonstrate the following personal attributes:

- Be honest
- Possess political and cultural awareness and sensitivity
- Be flexible
- Be creative
- Be respectful
- Demonstrate sound work ethics

Typically, the above qualifications would be attained by:

The incumbent would normally attain the required knowledge and skills through completion of a university bachelor's degree in communications/public relations/journalism, community governance/policy, social sciences, or education, preferably with several years of policy analyst, public affairs coordinator, executive assistant, or instructor experience. Equivalencies are considered.

WORKING CONDITIONS

(Working Conditions identify the unusual and unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)

Physical Demands

The Public Affairs Coordinator will spend long hours sitting and using office equipment and computers, which can cause muscle strain. The Public Affairs Coordinator will also have to do some lifting of supplies and materials from time to time and must travel on a regular basis, often under difficult conditions. Travel will be by both automobile and small aircraft.

Environmental Conditions

The Incumbent is located in a busy office environment. The incumbent is faced with constant interruptions and must meet with others on a regular basis.

Sensory Demands

The incumbent must spend long hours in intense concentration. The incumbent must also spend long hours on the computer which requires attention to detail and high levels of accuracy.

Mental Demands

There are a number of deadlines associated with this position, which may cause significant stress. The incumbent must also deal with a wide variety of people on various issues. The workflow is uneven and at times can be overwhelming unless the incumbent is able to effectively prioritize and complete his/her duties. The incumbent is also expected to develop and maintain a very high level of trust between the BDEC and the DEAs, school administrators, stakeholders, students and families and members of the public. The conflicting needs and demands of each of these groups can be a source of significant stress. As this position is the first line of contact with the media as well as school board politicians, the incumbent is expected to be 'on call' at all times and be the first line of response to sometimes very difficult and confrontational persons. This position requires considerable people skills, wisdom and related mental composure.

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 Languages Considerations

✓ Not required

Bilingual required (state language) _____

Exclusion/Inclusion

This job should be included in the Bargaining Unit

✓ This job should be excluded from the Bargaining Unit

Other Job Requirements

Requires a valid Class 5 Drivers License.