



IDENTIFICATION

Department	Position Title	
Executive and Indigenous Affairs	Director of Cabinet Communications	
Position Number	Community	Division/Region
11-0454	Yellowknife	HQ

PURPOSE OF THE POSITION

The Director of Cabinet Communications (Director) is responsible for developing and implementing strategic, integrated, and citizen-focused public communications initiatives for the Northwest Territories' Premier and Cabinet. The role demands extensive collaboration with the Executive Council to articulate and advance the government's communications priorities, objectives, and strategies, enhancing public engagement and ensuring a coherent and positive government narrative.

SCOPE

The Director is located in Yellowknife and reports to the Principal Secretary.

The Director plays a major role in achieving high-quality, coordinated communications about government initiatives and decisions for the Premier and Executive Council. The Director is accountable for establishing Cabinet communications priorities designed to communicate the government's agenda, priorities, initiatives, programs, and services directly to the public and for providing a public affairs service that ensures government priorities, decisions, and activities are communicated positively and accurately to the media and the public.

With the Premier and Cabinet, the Director establishes GNWT-wide priorities for public communication that will enhance government visibility, accessibility, and accountability and ensure that public communications are strategic, efficient, and consistent. The Director provides advice directly to the Premier, members of the Executive Council, Committees of the Cabinet, Principal Secretary, Secretary to Cabinet, Deputy Secretary, and other GNWT senior managers.

DIMENSIONS

- Reporting Positions 2 direct, 6 indirect
- Compensation & Benefits \$1,148,000
- Operations & Maintenance \$149,000
- Grants & Contributions \$0
- Capital \$0

RESPONSIBILITIES

1. Uphold and consistently practice personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace. Practice and ensure that any subordinate management and supervisory roles also prioritize staff mentorship and on-the-job training, including staff development in annual general objectives.
2. Collaborate with the Executive Council to define and implement citizen-focused public communications priorities, ensuring integration across government initiatives.
3. Lead the creation and execution of comprehensive communications strategies and plans to support political objectives, enhance public engagement, and communicate achievements, coordinating closely with the Premier, Cabinet members, and their offices.
4. Direct media relations and planning efforts, establishing and maintaining positive relationships with national and northern media to promote a coherent government narrative.
5. Oversee and strategically guide the development, execution, and management of digital and social media communications for the Premier and Cabinet members. Ensure these platforms effectively communicate government initiatives, engage with the public, and manage the online reputation and visibility of government leadership.
6. Offer expert advice to the Premier, Cabinet, and Committees of the Cabinet on how to frame and communicate their priorities, agendas, initiatives, and activities, aiming to enhance the government's image and reputation while ensuring consistency of messages.
7. Strategically identify and address emerging issues for the Premier and Cabinet, advising on and implementing communication responses in alignment with government objectives.
8. Conduct and oversee audience and stakeholder sentiment analysis, leveraging insights to inform and guide strategic communications and advice on various initiatives and activities.
9. Effectively manage the GNWT's news release process to ensure timely and coordinated dissemination of government news and announcements.
10. Advise on the development of policies and initiatives with significant communications components, ensuring alignment with Cabinet directives and broader government communications strategies.

11. Review and approve departmental communications plans, ensuring consistency with government-wide priorities and Cabinet decisions.
12. Work closely with the Director of Corporate Communications to ensure a seamless and unified approach to government-wide communications. This collaboration involves sharing strategic insights, coordinating major initiatives, and aligning messaging to articulate the government's priorities and objectives effectively. This partnership is essential for maintaining consistency across all channels of communication, supporting the government's agenda, and fostering a coherent public image.
13. Co-chair, with the Director of Corporate Communications, the interdepartmental communications working group, which facilitates collaboration, information sharing, and the development of communications directives, policies and initiatives.
14. Chair and participate in communications-related subcommittees and working groups, focusing on cross-departmental communication efforts and strategic planning.
15. Manage the unit's human and financial resources to achieve objectives efficiently and support departmental and corporate goals.

WORKING CONDITIONS

Physical Demands

No unusual physical demands.

Environmental Conditions

No unusual environmental conditions.

Sensory Demands

No unusual demands.

Mental Demands

The role involves shifting priorities, demands from multiple sources and demanding timelines. The position occasionally requires the incumbent to work during non-standard hours, including evenings and weekends, in response to pressing deadlines and critical communication needs. The incumbent deals with colleagues and elected representatives with divergent political perspectives and demands. The incumbent is seen as the expert in all matters related to public communication; resolutions, solutions and answers are required. The scope of work can involve politically sensitive issues. Decisions often have long-range effects and implications.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of communication theories, public engagement principles, and strategic planning within government structures.
- Knowledge of public administration, management practices, and government organizational dynamics.
- Skilled in strategic thinking and problem-solving, with a capacity for detailed research,

writing, and critical analysis.

- Ability to acquire knowledge of the Indigenous governments of the NWT and their approaches to political communication.
- Ability to acquire knowledge of the political and social dynamics within the NWT, with an emphasis on the roles and interactions among and between the GNWT and Indigenous governments, Indigenous organizations, and non-governmental organizations.
- Written and verbal communication abilities.
- Ability to develop and implement project plans and management strategies informed by best practices and current government policies.
- Leadership abilities, including flexibility, conflict resolution, consensus building, and serving as a role model in communications.
- Ability to establish and maintain professional relationships within the organization, with media, and external stakeholders.
- Ability to lead, plan, organize, and coordinate complex projects, independently and in teams, adhering to time and resource constraints.
- Ability to navigate politically sensitive environments and perform effectively under tight deadlines.
- Ability to demonstrate proficiency in financial management, including budget oversight and variance analysis.
- Skilled in human resource management, encompassing performance assessment, team management, and strategic human resources planning.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion, and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

Bachelor's degree in Business Administration, Political Science, Public Administration, or Communications.

A minimum of eight (8) years of experience in strategic communications, including at least three (3) years in a management capacity.

Equivalent combinations of education and experience will be considered.

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 if applicable)

- French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) Intermediate (I) Advanced (A)
READING COMPREHENSION:

Basic (B) Intermediate (I) Advanced (A)
WRITING SKILLS:

Basic (B) Intermediate (I) Advanced (A)
 French preferred

Indigenous language: Select Language

- Required
- Preferred