



## IDENTIFICATION

Department	Position Title	
Executive and Indigenous Affairs	Digital Communications Team Lead	
Position Number	Community	Division/Region
11-11321	Yellowknife	Corporate Communications

## PURPOSE OF THE POSITION

The Digital Communications Team Lead is responsible for the provision of timely, accurate and consistent communications advice and project management leadership across the Government of the Northwest Territories, in accordance with the GNWT Communications Policy and supporting directives, guidelines and processes. The position is responsible for managing the GNWT's overall Social Media Strategy, Web Strategy, and for providing direction and advice across the Digital Service business lines to program staff, the communications community, departmental senior management committees, and deputy minister committees. The Digital Communications Team Lead is responsible for leading a team of digital and social media specialists, and is responsible for monitoring and compliance, and ensuring that GNWT web and digital communications are consistent and effective, aligned with organizational strategy, and seamlessly integrated with other operating lines like advertising, planning and visual identity.

## SCOPE

Located in Yellowknife, the Digital Communications Team Lead reports directly to the Strategic Lead, Communications Operations. The position supports the Strategic Lead and is responsible for overseeing and managing the GNWT's overall web and social media presence, leading a team of web, digital and social media specialists, and providing expert digital communications advice and project management leadership to the GNWT communications community, departmental program areas, senior managers and deputy minister committees on the business lines of digital, social media and web presence.

The duties of the position are carried out in accordance with the GNWT Communications Policy and its supporting Communications Directives, Guidelines and Business Processes, the Social Media Guidelines, the Web Directive, the GNWT Visual Identity Program, Official Languages Act, and Strategic Plan on French Language Communications and Services.



The Government of the Northwest Territories has numerous websites across departments and agencies that communicate information about programs and services to residents of the Northwest Territories and more. The incumbent will be expected to provide strategic advice and oversight over the GNWT's overall web presence and must have a strong background in website management, content strategy, writing for web, analytics, user experience, navigation, and quality assurance. They must possess an expert understanding of web and social media communications, tools and practices, and be able to monitor and analyze industry trends, be aware of emerging digital technologies and platforms, and have an in-depth knowledge of government communications and how to apply digital and social best practices to this environment.

The incumbent will also be responsible for overseeing the GNWT's overall social media presence, and must have a strong background in administering and managing social media processes and strategy for a large organization with a complex multi-user, multi-account ecosystem, and have expert skills in social media strategy, content creation, paid advertising, and reporting.

The incumbent must fully understand the importance of cyber security and privacy to their own work and the operation of the organization. The incumbent seeks specialist security and privacy knowledge or advice when required to support their own work or the work of immediate colleagues. The incumbent performs a range of work, often complex and non-routine, in a variety of environments requiring the application of a methodical approach to issue definition and resolution.

The incumbent must possess strong project management and leadership skills, and manages, plans, schedules and monitors their own work and the work of web and digital specialists. The incumbent must also manage web and digital projects with vendors within limited deadlines and according to relevant legislation, standards, and procedures.

## **RESPONSIBILITIES**

- 1. Provision of digital communications leadership and advice to departmental communicators and senior management across the GNWT, as well as to external contractors. As a subject matter expert:**
  - Provides leadership, advice, direction and guidance across the GNWT on the implementation of Directives that relate to the GNWT's digital presence, and their associated guidelines.
  - Provides leadership, advice, direction and guidance on the GNWT's presence on web, digital, and social media platforms.



- Identifies and communicate new opportunities for digital innovation, enforces processes, provides quality assurance and implements web and social media best practices across government.
- Participates in web, social and digital related committees, providing expert advice from a Corporate Communications perspective, including to the Web and Digital Presence Committee and communications/digital interdepartmental working groups that support deputy minister committees.
- Provide analysis and advice on the creation, maintenance and operation of new websites and social media accounts in the GNWT.

**2. Leads a team of web and digital specialists and the web and digital function for the GNWT:**

- Responsible for managing a team of web and digital specialists, overseeing all work within Corporate Communications web and digital functions, and managing and assigning work to team members.
- Responsible for ensuring all web and social media content and products produced by the web and digital team are in line with governance and guidelines; ensures all web content produced by the teams aligns with GNWT content standards and that content creation is optimized for SEO, user experience, usability, and search-ability.
- Manages the creation and maintenance of web workflows and processes that support the creation and maintenance of high-quality user-focused web content.
- Provides leadership, advice and guidance to departments on User Experience, information architecture, and taxonomies.
- Responsible for maintaining relationships with the ISSS and the Web Services team, regularly collaborating on joint projects and ensuring a coordination between GNWT communications and the technical web team.
- Must stay current on web and digital best practices.

**3. Manages the GNWT's overall web presence and provides strategic advice and digital project management leadership for the communications community:**

- Responsible for creating, overseeing, maintaining, and enforcing Government-wide web governance and strategy for the GNWT's overall web presence, developing and maintaining content standards and processes, training communicators and program staff on following web governance and content standards.
- Responsible for providing advice and leadership on web projects or initiatives across the GNWT, providing expert strategic advice and guidance integrating properties within the current ecosystem, information architecture, content creation, and user experience.
- Brief managers and senior leadership across the GNWT on the status of major web projects.



- Works with internal resources and external firms, project manages the design, development and production of digital communications content and deliverables, consulting with departmental communicators as required.
- Ensures that all products are delivered on time, within scope, and within budget.
- Develops detailed project plans to tracks progress.
- Develops project scopes and objectives, involving all relevant stakeholders and ensures alignment, resource availability and allocation.
- Measures project performance using appropriate tools from Corporate Communications' Evaluation Framework.
- Works with Procurement Services to develop Standing Offer Agreements and Service Supply Arrangements with external web and digital firms and service providers, as well as advertising and printing firms.

**4. Manages the GNWT's overall social media presence and provides social media leadership for the communications community:**

- Responsible for creating, overseeing, maintaining, and enforcing Government-wide social media governance and strategy, developing and maintaining guidelines, processes, and standards to manage the use of social media across the GNWT.
- Responsible for leading the GNWT's overall social media strategy, leading a team of digital specialists and providing expert strategic advice, leadership, direction and guidance across government to departments, communications staff and leadership on social media best practice and the creation of social media strategies, tactics, tools, and more.
- Manages social media account creation and permission across all social platforms and departments, maintaining expert knowledge of social media platform management and managing a complex multi-user, multi-account ecosystem for all GNWT social media accounts on all social media networks that the GNWT has a presence on.
- Oversees the creation tools and templates for use on organic and paid social media placements.
- Works with Procurement Services to develop Standing Offer Agreements and Service Supply Arrangements with external social media management service providers.

**5. Provision of digital services for Central Agency and GNWT Communications:**

- Manages the GNWT's overall digital, web and social media communications strategies and briefs departments on its implementation.
- Works with the Strategic Lead, Communication Operations to integrate digital and social media initiatives across multiple platforms and channels, including integration with non-digital advertising, planning processes, Visual Identity Program, and publishing.



- Oversees the provision web and social media analytics, reporting and analysis of data.
- Manages the Corporate Communications responsibilities of the GNWT Flagship site, OneGov site, and Flagship social media accounts.

**6. Provision of advice for GNWT communications materials:**

- Maintains knowledge of industry standards and best practices for integrating digital and non-digital communications products and campaigns, providing advice and recommendations to departmental communicators, management and leadership across government.
- Facilitates collaboration with departmental communicators and program experts to determine the scope of projects, audiences, and messages, advising on potential digital and social media concepts and tactical mixes and mediums.
- Works with external vendors and manages contracts to coordinate GNWT digital, social and web communications.

**WORKING CONDITIONS**

**Physical Demands**

No unusual demands.

**Environmental Conditions**

No unusual demands.

**Sensory Demands**

No unusual demands.

**Mental Demands**

The incumbent is required to provide advice and services to various people who frequently have conflicting interests, perspectives and demands. The incumbent deals with changing priorities daily and must be sensitive to political situations and cultural sensitivities when meeting set deadlines. Crises or emergency situations can increase mental demands.

**KNOWLEDGE, SKILLS AND ABILITIES**

- Expert knowledge of social media platforms including best practices for large organization, with a complex multi-user, multi-account ecosystem.
- Expert knowledge of best practice for social media content creation, moderation, and interaction, especially in political and government services contexts.



- Expert knowledge of administrative functions of website content management systems, such as Drupal, and expert knowledge of how content and administrative functions work alongside design, development, and hosting functions for web.
- Expert knowledge of user experience and user journey. Ability to apply UX and user journey concepts to a broad range of web and social decision-making, and to integrating digital and non-digital communication.
- Working knowledge of privacy and account security best practices within web and social media.
- Working knowledge of and ability to apply project management methodologies and processes including predictive (plan-driven) or adaptive (agile / iterative) approaches.
- Working knowledge of general web development cycles and expert knowledge of how administrative / content functions work within the web ecosystem.
- Knowledge of (or ability to learn) the GNWT's Visual Identity Program.
- Knowledge of (or ability to learn) the GNWT's communications planning process, including setting objectives, audience analysis, identifying risks and opportunities, and selecting tactics.
- Excellent writing skills, especially writing for websites. Ability to write for clarity, comprehension, and plain language. Ability to write and revise to meet Flesch-Kinkaid reading levels.
- Ability to think strategically and systems-level for web, social, and digital.
- Strong research and analytical skills.
- Ability to learn and adapt to new technologies and trends, including emerging web and social media platforms.
- Strong leadership skills.
- Communicates effectively orally and in writing and can present complex information to both technical and non-technical audiences.
- Excellent presentation skills, and ability to effectively advocate, convince, advise, and inform colleagues, including those outside of the incumbent's direct reporting relationships.
- Ability to work both in a team environment and independently.
- Ability to lead working groups to plan, develop and implement communications products and campaigns.
- Ability to find innovative ways to resolve problems and find solutions.
- Ability to network and build relationships with staff across GNWT departments.
- The resilience to work across a number of projects and balance a work load.
- 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:**



Completion of a degree in computer science, business, journalism, communication, or equivalent and six years' experience in communication, web content, and project management.

Equivalent combinations of education and experience will be considered.

#### **ADDITIONAL REQUIREMENTS**

Previous supervisory experience is an asset.

#### **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