



## **IDENTIFICATION**

<b>Department</b>	<b>Position Title</b>	
Executive and Indigenous Affairs	Senior Communications Planning Advisor	
<b>Position Number</b>	<b>Community</b>	<b>Division/Region</b>
11-14785	Yellowknife	Corporate Communications

## **PURPOSE OF THE POSITION**

The Senior Communications Planning Advisor is responsible for the provision of timely, accurate and consistent strategic communications direction, advice and support across the Government of the Northwest Territories in accordance with GNWT Communications Policy and supporting directives, guidelines and programs. The position is responsible for providing direction across the strategic communications business lines to departmental communicators, leading interdepartmental communications work and providing advice to senior GNWT decision-makers.

## **SCOPE**

Located in Yellowknife, the Senior Communications Planning Advisor reports directly to the Strategic Lead, Communication Operations. The position supports the Strategic Lead by providing expert advice and direction to the GNWT communications community, senior managers, and Deputy Minister Committees on areas such as strategic communications planning, communications planning tools, templates and processes, as well as the coordination of multi-departmental initiatives and evaluation.

The duties of the position are carried out in accordance with the GNWT's Communications Policy, Directives, Guidelines and Business Processes.

## **RESPONSIBILITIES**

- 1. Provides direction, advice and support to GNWT departmental communicators:**
  - Develops and supports implementation of high level, cross-department communications strategies, and tactics, focusing on government priorities and mandate.



- Assists departmental communicators with guidance and advice as they develop and implement communications plans.
- Manage public environment research tools, and analyze results as required.
- Monitors and assures departmental communicators comply with the Directives, Guidelines and Business Processes established by the Premier or Cabinet in accordance with the GNWT Communications Policy.
- Develops, monitors and updates communications templates for use by departmental communicators.
- Provides background information and advice to GNWT decision-makers.
- Develops and maintains evaluation tools to enable departments to evaluate the effectiveness of communications plans and activities, and recommends alternatives or revisions as required.
- Creates and maintains positive and cooperative relationships with the communications community, senior managers and Deputy Ministers in order to disseminate consistent and coordinated communications information, and to promote the value added by providing a GNWT wide communications perspective.
- Designs, advises on, and where required implements communications initiatives to meet evolving GNWT objectives while considering a range of factors (internal and external environment, technological advances, new approaches, etc.)

## **2. Provides communications advice and support to Deputy Minister Committees:**

- Attends Deputy Minister Committee meetings as assigned by the Director, Government Communications.
- Provides expert level communications planning advice and support to Deputy Ministers.
- Leads interdepartmental communications work. This may include scheduling meetings, setting the agenda, leading discussion, providing advice and when required, holding the pen on interdepartmental or thematic communications plans.

## **3. Provides strategic advice and support to Corporate Communications:**

- Maintains a strong working relationship with the Creative Services Unit, including regular discussion of departmental communications, publishing and advertising plans.
- Jointly meets with departments, as required, to discuss communications planning and supporting communications products required.
- Plans and presents professional development opportunities for the community of GNWT communicators.

## **4. Provides strategic advice and support to Cabinet Communications:**

- Maintains a strong working relationship with Cabinet Communications including regular discussion of high level communications initiatives and emerging issues.



- Provides advice and support to Cabinet Communications as required.
- Supports the development of GNWT communications products and activities as requested, including the communications planning components of media events, issues management and public relations activities.

## **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.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of, and best practices in, communications planning, tools and evaluation methods.
- Solid interpersonal skills.
- Excellent oral and written communications skills.
- Ability to work both in a team environment and independently.
- Ability to coordinate and facilitate interdepartmental meetings.
- Ability to confidently provide advice at the senior most level.
- 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 communications, public relations or another relevant field such as journalism, and eight years of experience in communications, preferably within a public sector environment.



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