



## **IDENTIFICATION**

| <b>Department</b>                | <b>Position Title</b>           |                        |
|----------------------------------|---------------------------------|------------------------|
| Executive and indigenous Affairs | Manager, Cabinet Communications |                        |
| <b>Position Number</b>           | <b>Community</b>                | <b>Division/Region</b> |
| 11-15147                         | Yellowknife                     | Cabinet Communications |

## **PURPOSE OF THE POSITION**

The Manager, Cabinet Communications provides direction, advice and planning for strategic communications across the Government of the Northwest Territories, including to Ministers and departments. The role both provides direct communications advice and programs for Ministers, and provides advice to departments to shape their own communications in alignment with the overall messages and priorities of the GNWT.

This position leads in the development and implementation of strategic political communications service offerings and supports, and is responsible for managing cabinet communications advisors to ensure that strategic services, supports and advice are being developed and provided consistently to Ministers as well as departments and corporate communications where appropriate.

This position works cooperatively and collaboratively with the Chief of Protocol in the planning and staging of protocol and other public events to promote government priorities and a positive image of GNWT, and advises Cabinet Communications' Senior Communications Advisors on protocol activities.

## **SCOPE**

Located in Yellowknife, the Manager, Cabinet Communications reports directly to the Director of Cabinet Communications, and manages three Senior Cabinet Communications Advisors. The position supports the Director by providing expert advice and guidance to the Senior Cabinet Communications Advisors, the GNWT communications community, Committees of Cabinet, Ministerial Special Advisors and senior managers on areas such as strategic communications planning to ensure that the priorities of the GNWT are translated into broad

communications messages, themes and plans – and in turn that those communications tactics are delivered directly (through the activities of Ministers and the Executive) - and through the work of departments. In order to achieve those goals, the unit must be organized, aligned and responsible to ensure that its work is timely, accurate and aligned to priorities and frameworks.

The position manages the work of the Cabinet Communications unit and development of service lines and supports that the Cabinet Communications unit provides to the Premier and Cabinet that spans the areas of political communications, media relations, issues management and public affairs in support of the above mentioned stated goals. This includes developing and approving communications programs; providing advice to Ministers and departments; developing communications materials; managing relationships and supporting issues management directly with Ministers, their offices and on behalf of the unit or the Director of Cabinet Communications where required.

Additionally, the Manager, Cabinet Communications provides protocol support to the Chief of Protocol and human resources management support to the Director of Cabinet Communications in the operation and development of the Cabinet Communications unit. The position manages a budget of \$50,000.

## **RESPONSIBILITIES**

### **1. Leads strategic communications planning and provides strategic communications direction and expert advice to Ministers, departments and the Cabinet Communications unit.**

- Together with Corporate Communications, lead the development and implementation of strategic communications plans designed to promote public awareness and support for GNWT priorities, decisions and activities and effectively link them to the stated priorities and objectives of the Legislative Assembly and Cabinet in consultation with Minister's Offices, and departments through the Communications Working Group process.
- Review and recommend communications plans and materials to the Director for approval of Ministers, Cabinet and/or the Financial Management Board.
- Provide strategic communications analysis, advice and support to Committees of Cabinet, Ministers and departments that synthesize and balance competing demands and priorities of other Ministers and senior officials.
- Lead the development and implementation of an annual GNWT-wide strategic communications plan or other GNWT-wide strategic communications initiatives, on behalf of the Director.
- Create a system to identify those communications activities which are deemed to be of political interest and which may require strategic consideration by the Premier and or Executive Council.
- Leads Cabinet Communications input into Communications Community Meetings, including speaking to agenda items, preparing presentations, identifying speakers as required.

**2. Leads the provision of media relations, issues management, and public affairs services and support to Ministers and departments.**

- Oversee the development and implementation of media relations procedures and tracking protocols that capture media requests, response times and topics for Executive Council and departments.
- Oversee the development and implementation of a GNWT-wide issues management system, including establishing protocols for identifying emerging and ongoing issues that will affect the GNWT's ability to implement political priorities and strategic initiatives.
- Oversee the development of media relations service offerings that include providing direction and advice to Ministers and departments on planning, preparation and placement of guest columns, op-ed submissions, letters to the editor and advertising on behalf of Ministers.
- Provide advice, review and edit recommended approaches to media materials, including news releases, media advisories, backgrounders, and messaging, in consultation with Minister's Offices, departments and Corporate Communications.
- Plan and support the holding of news conferences, media scrums and media technical briefings.
- Provide media relations services to Ministers including responding to requests on behalf of the GNWT and providing strategic media relations advice to Minister's Offices on subject matter, speaking points, messaging, interview parameters and spokespersons in consultation with Minister's Offices and departments.
- Review proposed policies, initiatives and communications products to identify potential issues and recommend changes to eliminate or mitigate them.
- Provide advice and direction to Ministers and departments on effectively managing political and public issues.
- Develop communications strategies, tactics and messaging for successfully mitigating and addressing public and political issues facing the GNWT.

**3. Leads the provision of communications support to the Premier and Cabinet Ministers through expert advice and counsel.**

- Develop communications and media plans and associated messaging to support Ministerial participation in intergovernmental meetings, stakeholder meetings and other events.
- Provides oversight and support to intergovernmental events and protocol activities in support of the Chief of Protocol.
- Review and edit Ministerial messaging for intergovernmental meetings, stakeholder meetings, public appearances and events.
- Review and edit Ministers' statements and speaking notes for delivery in the Legislative Assembly.
- Develop plans and content for other communications by the Premier or Ministers, ensuring alignment and coordination for speeches, presentations, public meetings and appearances.

- Provides high level strategic communications advice at Committee of Cabinet meetings, working group meetings and where called upon at Deputy Minister committee meetings.
  - In cooperation with Corporate Communications, assists the Director of Cabinet Communications in analyzing and providing advice to Cabinet Secretariat on communications considerations and communications identified by departments as part of formal submissions to Cabinet as required.
- 4. Act as the lead Cabinet Communications Advisor on Communications Transformation Initiatives in support of the Director of Cabinet Communications.**
- Attend weekly steering and planning meetings with Corporate Communications as representative of Cabinet Communications in order to update on and plan progress towards Communications Transformation initiatives.
  - Lead in the development, review and update (as required) of Cabinet Communications directives, business processes and guidelines.
  - Coordinates the provision of Cabinet Communications collective advice and input on the development, review and updating of Corporate Communications directives, business processes and guidelines.
  - Acts as the spokesperson and advocate for Communications Transformation across the GNWT and communications community specifically, on behalf of Cabinet Communications.
- 5. Work cooperatively and collaboratively with the Chief of Protocol in the planning and staging of protocol and other public events to promote government priorities and a positive image of GNWT.**
- Advise Cabinet Communications unit on protocol activities in order to support the Chief of Protocol in a coordinated fashion.
  - Review and advise on event programs and plans developed by departments in consultation with the Chief of Protocol.
  - Ensure that protocol is properly observed in communications of all forms.
  - Together with the Chief of Protocol, participate in the development of visit and event programs to identify appropriate opportunities to support GNWT key messages and priorities, and to align event communications with protocol and etiquette.
- 6. Provides advice, coordination, and human resource administration support to the Cabinet Communications unit.**
- Performs various functions of the Cabinet Communications unit on behalf of the Director of Cabinet Communications, including liaising with Human Resources branch on matters, as appropriate.
  - Works with the Director of Cabinet Communications to develop performance plans, and reviews as per the identified schedule.
  - Reviews and approves leave and request for overtime.
  - Leads the development of Cabinet Communications service offerings and supports, including planning and procedure development.

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual demands

### **Environmental Conditions**

No unusual conditions

### **Sensory Demands**

No unusual demands

### **Mental Demands**

The position encounters short, unpredictable deadlines, and lacks control of the pace of the work. The incumbent must prepare communications, and event and issues-management plans set by multiple Ministers with limited notice or predictability 3-5 times per week. There are demands from cabinet and DM Committees for analysis and recommendations on complex issues and proposals 12 days per month, and faces short timelines to prepare sensitive government information for public release 2-3 times per week. The incumbent may be required to work outside normal hours to support Ministers' participation in meetings, events and media engagements 3-4 days each month, and duty travel may occasionally be required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of principles and objectives of communications planning and research techniques and processes.
- Knowledge of the current political, economic, social and cultural aspects of the NWT.
- Strong interpersonal and management skills, with an ability to maintain positive and productive working relationships.
- Excellent organizational awareness and ability to gather and synthesize multiple priorities and initiatives from across government into clear and coherent communications about overall GNWT priorities.
- Excellent interpersonal skills and networking abilities in order to build effective relationships with staff and other departments in support of aligning communications messages effectively for multiple audiences of varying levels of knowledge, experience and education.
- Excellent oral and written communications skills
- Excellent management skills.
- Excellent organization and time management skills.
- Ability to exact extreme attention to detail, tact, diplomacy and discretion.
- Ability to understand and represent departmental interests.
- Ability to prepare and communicate results of communications planning and evaluation initiatives.
- Ability to understand, develop and communicate highly complex material.

- Ability to analyze, interpret and critically assess information (ie. Cabinet documents, departmental communications plans, etc.)
- Ability to coordinate government-wide political communications activities within a decentralized communications environment.
- Ability to work both in a team environment and independently.
- Ability to coordinate and facilitate interdepartmental meetings.
- Ability to confidently provide advice at the most senior levels, including to the Premier and members of Executive Council.
- Ability to build consensus across departments by demonstrating an ethic of support, teamwork and service to clients.
- Ability to travel, if required, to provide communications support to the Premier and Ministers.
- Ability to develop a communications work plan, and budget appropriately.

**Typically, the above qualifications would be attained by:**

The Manager, Cabinet Communications will have the theoretical knowledge typically obtained with a degree in communications, public relations, political science, public administration or a relevant field, and five to seven years of progressive communications experience in a northern environment preferably with two years of management experience. Communications experience within the GNWT, or experience in management positions, is considered an asset.

**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