



IDENTIFICATION

Department	Position Title	
Executive and Indigenous Affairs	Strategic Lead, Communications Operations	
Position Number	Community	Division/Region
11-4943	Yellowknife	Corporate Communications/HQ

PURPOSE OF THE POSITION

The Strategic Lead, Communications Operations provides objective analysis and broad policy and strategic advice on government-wide communications priorities, strategies and initiatives, and provides research and policy analysis support to the operations of Corporate Communications. The incumbent provides advice directly to the Director, Corporate Communications.

The incumbent is also expected to provide departments and senior managers across government with independent strategic advice on communications plans and initiatives that have broad cross-departmental implications. Additionally, the incumbent provides leadership, guidance and advice to the Creative Services Unit.

SCOPE

The Strategic Lead, Communications Operations (Strategic Lead) reports to the Director, Corporate Communications, and is responsible for providing leadership, advice and direction to a team of Creative Service Communications Advisors.

Corporate Communications has the responsibility for delivering a GNWT corporate communications program that integrates the work of all government departments. Corporate Communications provides broad operational communications advice and support across government and promotes an integrated corporate approach to communications.

Through the Communications Planning Process, Corporate Communications along with Cabinet Communications, reviews and assesses proposed communications initiatives of submissions to Executive Council and Financial Management Board. As well, Corporate Communications plays a role in coordinating emergency communications within the GNWT.

The Strategic Lead plays a critical role in the operation of Corporate Communications by functioning as an effective advocate in advancing GNWT interests; providing expert advice and counsel on strategic communications policy and planning issues; supporting the development, implementation and reporting of the GNWT Strategic and Operational Communications plans; and helping to coordinate communications and public opinion research on behalf of GNWT.

Although overall strategic and operational communications planning are the joint responsibility of the Directors of Corporate and Cabinet Communications, the scope and quality of research, analysis and advice on strategic issues are significantly impacted by this position. The results of the Strategic Lead's activities are externally focused and impact many areas within government. Further, the research, analysis and advice provided by this position may have considerable impact on government planning and government-wide positions on strategic issues. The Strategic Lead's actions have an impact on facilitating service delivery, informing decision-making, and building accountability and trust in government.

RESPONSIBILITIES

1. Provides leadership, advice and direction to the Creative Services Unit.

- Provides direction to the Creative Services team.
- Works with employees to develop performance plans, and conducts performance reviews as per the identified schedule.
- Provides oversight of the Creative Services work planning, processes and evaluation framework.

2. Functioning as an effective advocate in advancing GNWT interests and priorities within the GNWT, and in the NWT more generally.

- Represent the interests of the Department of Executive & Indigenous Affairs to ensure that overall GNWT position on issues is effectively communicated to ensure a consistent corporate strategy position is taken regarding the NWT's priorities for action from a government-wide perspective.
- Help ensure consistent implementation of Premier's and Cabinet's direction on strategic communications issues across the GNWT.
- Participate in teleconference calls and/or meetings and provide research and analytical support to the work of interdepartmental committees that involve strategic communications initiatives.
- Responsibly and diplomatically represent the NWT and the GNWT.

3. Supporting the Director, Corporate Communications by providing expert advice and counsel on matters relating to strategic communications planning.

- Provide advice to Director, Corporate Communications on strategic communications initiatives as they relate to the overall strategic direction of government.
- Develop analytical and other research material to support the advice provided on strategic communications initiatives.

4. Supporting the development, implementation and reporting on the GNWT Strategic Communications Plan.

- Provide annual updates from Corporate Communications of the Strategic Communications Plan and measures for identifying progress on the plan's goals.
- Work with departments to ensure that updates on actions identified in the plan are completed and accurately reflected in progress reports.
- Work with departments to ensure the actions identified in the plan are implemented. This could also include following up with departments to ensure that communications components of departmental business plans are in line with the direction contained in the government's Strategic Communications Plan.
- Develop corporate communications materials to assist in transition planning and updates to the strategic communications approach by subsequent Legislative Assemblies.

5. Coordinating communications policy development and public opinion research required on behalf of GNWT.

- Complete the research and analysis of information needed to produce analytical reports that identify public opinion trends in the Northwest Territories.
- Work with the Director of Corporate Communications to ensure the GNWT has a complete and effective communications policy framework to deliver on the communications priorities of the government.
- Lead the provision of timely, accurate and consistent strategic communications advice and support across the Government of the Northwest Territories in accordance with GNWT Communications Policy and supporting directives, guidelines and programs.
- As needed, develop and update the GNWT Communications Policy and supporting directives, guidelines and programs.

6. Establish and manage a comprehensive human resource plan for training, recruitment and retention of government communicators.

- Establish competencies for each of the GNWT communications positions.
- Develop and implement a communication training program for GNWT.
- Monitor and evaluate training, recruitment and retention activities.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

No unusual demands. Some travel may be associated with the position.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of sources of statistical information and statistical techniques.
- Knowledge of the current political, economic, social and cultural aspects of the NWT, Canada and the world.
- Ability to conduct research and prepare reports, which includes analyzing, interpreting and forecasting trends.
- Ability to analyze, interpret and critically assess information (ie. Cabinet documents, departmental communications plans, etc.)
- Ability to represent departmental interests, and prepare and communicate results of communications planning and evaluation initiatives.
- Ability to understand, develop and communicate highly complex material.
- Ability to work as a member of a team, and independently with minimal supervision.
- Strong oral and written communications skills, employing diplomacy, tact and good judgment.
- Strong computer and software skills including databases, spreadsheets and word processing.
- Excellent organization and time management skills.
- Solid interpersonal skills, with an ability to maintain excellent working relationships.
- Strong management skills, with an ability to maintain positive and productive working relationships.

Typically, the above qualifications would be attained by:

Completion of a degree in Communications, Public Relations or another relevant field (ie. Journalism, Public Administration), eight years' experience working at a senior level in the field of communications, preferably in a public sector environment, and five years of management experience. Equivalencies 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