



IDENTIFICATION

Department	Position Title	
Legislative Assembly	Intern, Public Affairs and Communications	
Position Number	Community	Division/Region
12-17218	Yellowknife	Members' and Precinct Services / HQ

PURPOSE OF THE POSITION

The Intern, Public Affairs and Communications, is responsible for assisting in the development of written, spoken, and digital communication for the general public, internal staff, and Members of the Legislative Assembly. The Intern is the main point of contact with the Clerks of the Legislative Assembly and creates events on the website, and crafts social media posts, and digital advertising.

The Intern will have the opportunity to apply their academic knowledge into the practical application of their work and gain experience in organizational communications planning. The incumbent works proactively to support and ensure the consistent, timely, and accurate communications of the Legislative Assembly's programs, initiatives and online resources.

SCOPE

Located in Yellowknife, the Intern, Public Affairs and Communications (Intern) reports directly to the Manager of Public Affairs and Communications (Manager) and assists in coordinating and overseeing the Assembly's major annual events including the Kinder Trees Program, Christmas Lights Across Canada, and the Youth Parliament Program. The intern assists in coordinating all print, radio, and online advertising for the Assembly's Standing and Special Committees. Knowledge of best practices in strategic communications, public relations, and legislative affairs will be strengthened in this position. The Intern will have an enhanced ability to provide communication materials to a variety of diverse audiences, experience in events planning, and public engagement support.

The Intern works closely with the Public Affairs and Communications Officer and the Manager in the coordination of events planning; answering the public's queries about the Northwest Territories; and distributing public information through creating content for the Assembly's website, news releases, and public service announcements. The Intern is responsible for



conducting daily tours of the Assembly, creating posts/monitoring the Assembly's social media platforms, taking photographs at events and participating in Visitor Services initiatives.

The Intern will be required to promote, maintain and enhance the public image of the Northwest Territories Legislative Assembly, and to manage and release information of a confidential and sensitive number; track a number of varied tasks; plan and execute work effectively; and to be able to work with frequent interruptions daily. The incumbent will experience demands relating to deadlines and workload.

During Session the Public Affairs and Communications office is busier, especially with uploading documents to the Legislative Assembly website. The intern is routinely required to stay late to make sure the documents are uploaded. During the summer season the intern may be required to perform an increased number of tours per day – up to three or more for the months of June, July and August. The intern will be required to conduct a scheduled tour on Sunday during the summer months. Limited travel outside of Yellowknife may be involved to assist with streaming the Legislative Assembly's public meetings.

RESPONSIBILITIES

1. Under the direction of the Manager, Public Affairs and Communications, support the Office of the Clerk with daily communications tasks through.

- Follow political activities in order to update website, and other forms of public information.
- Research facts to respond to in-person, telephone, mail and e-mail inquiries.
- Assist in coordinating advertising of the Standing & Special Committees (PSA, News Releases, Social Media posts, Radio/Print materials, and Green Screen ads)
- Update Assembly policies and annual documents (Tour Policy, Social Media Policy, Media Contact List, Annual report, Communications Strategy, etc).
- Photography (Assembly events, page photos, and members in Session)
- Monitor and report on whether public communications are in accordance with the Legislative Assembly's Visual Identity Program (VIP).

2. Assist in the coordination of the annual Youth Parliament Program, Christmas Lights Across Canada and Kindergarten Trees events.

- Update list of teachers in the NWT and coordinate with educational districts to arrange visits.
- Write letters and information guidelines to teachers and principals outlining the Kinder Trees, Christmas Lights Across Canada (CLAC) and Youth Parliament Program
- Coordinate with vendors, members, and the Speaker of the Legislative Assembly to plan, decorate, and execute events,



- Assist the PAC Communications Officer with giving presentations on consensus governance to local schools and preparing/creating educational tools and information guidelines,
- Assist with Youth Programming summer events (ex: Make a Mace program),
- Attend planning meetings, taking notes, providing analytical suggestions,
- Prepare program schedule and assist with the implementation of the program,
- Provide a written review/analysis once the program/event has been implemented,

3. Under supervisory review, administer and support the Legislative Assembly's online presence through its social media platforms and website.

- Update information (Event Calendar, Tabled Documents, Status of Bills, Minister Statements, Votes & Proceedings etc) regularly on the website in English/French in a timely manner.
- Research and write content for the Legislative Assembly website using web- based communications writing style.
- Respond to general inquiries about the Legislative Assembly's programs and services through social media.
- Work with the Chamber Supervisor and Clerks of the Legislative Assembly to ensure that current content from Session and public meetings are accurate, up to date and timely available on the website.
- Research and evaluate the effectiveness of social and online communications for the public and visitors.
- Provide reports, strategies and plans to improve online communications.

4. Administer the Legislative Assembly's Visitor Services initiatives.

- Conduct tours of the Legislative Assembly building.
- Order and monitor supply of promotional materials.
- Provide design and communications advice in the preparation of communication materials made by third parties.
- Sell promotional items and keep inventory of the Assembly storefront.
- Create tour packages for schools, nonprofit organizations, NWT sport/recreation teams and group visitors.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.



Sensory Demands

No unusual demands.

Mental Demands

No unusual demands.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of communication strategies, research techniques.
- Knowledge of and/or the ability to acquire knowledge of northern communications and media audiences.
- Ability to work independently and within teams.
- Ability to work in a cross cultural environment.
- Ability to work in a time sensitive manner and manage priorities.
- Knowledge of, and/or the ability to acquire and apply knowledge of Yellowknife, the Government of the Northwest Territories (GNWT), and consensus governance.
- Oral and written communication skills and the ability to adapt to different communication styles to accommodate needs (ex: working with children, individuals who come on the tour who speak English as a second language etc).
- 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 or Diploma in Communications, Public Relations, Journalism and/or English; or related discipline.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security

- ☐ 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: Indigenous Language - Not Specified

- ☐ Required
☒ Preferred