



IDENTIFICATION

Department	Position Title	
Finance	Marketing and Promotions Officer	
Position Number	Community	Division/Region
15-10759	Yellowknife	Management and Recruitment Services

PURPOSE OF THE POSITION

The Marketing and Promotion Officer is responsible for the development and implementation of specialized marketing and promotional initiatives designed to attract competent professionals to the Public Service in the Northwest Territories. The initiatives are developed and delivered in accordance with overall Government of Northwest Territories (GNWT) business strategies, processes and directives.

SCOPE

Reporting directly to the Manager, Human Resource Operations, the Marketing and Promotion Officer works with management and stakeholders to provide advice, analysis and support in the development, implementation and evaluation of creative and proactive marketing and promotion initiatives designed to attract adequate numbers of competent professionals to various Government Departments, Boards and Agencies.

The attraction and engagement of qualified and capable applicants to the GNWT is integral in the success of the recruitment and retention of a capable northern public service. This position plays a significant role in the recruitment and retention of professionals throughout the NWT through the development of overall GNWT messaging that reflects an image of the GNWT to a northern, national, and international public audience.

The Marketing and Promotion Officer will work with GNWT Department managers, HR staff, Managers of the Northwest Territories Health and Social Services Authority and various Community Government and Aboriginal Government organizations, as well as, directly with employees, professional organizations, and associations during the development of Northwest Territories wide recruitment and retention initiatives supported by the Unit.



RESPONSIBILITIES

1. Develop and implement specialized marketing and promotion initiatives aimed at targeting professionals across a multitude of disciplines by:

- Research and assess appropriate marketing initiatives supporting recruitment and retention activities.
- Works with Department/Board/Agency managers to identify marketing strategy needs.
- Analyze, develop, and design National Marketing, Advertising, Promotion and Media Plans.
- Develop Territorial-wide promotional material for distribution to Departments/Boards/Agencies or during Recruitment Fairs. These promotional materials include but are not limited to general printed material, generic giveaways (pens, magnets, lights, etc.), job specific giveaways and profession specific reference material.
- Develop Profession Specific recruitment materials for distribution to the different Departments/Boards/Agencies for use when staffing specific positions or during recruitment fairs (i.e., videos, brochures, job overviews, NWT realities).
- Coordinate with outside Service Agencies for Advertising Development and Promotion fulfillment.
- Negotiate contracts for the inclusion of GNWT professional's job postings on related online job boards.
- Negotiate contracts for the inclusion of GNWT-wide advertisements into different publications and journals which best meet changing recruitment needs.
- Develop and implement a Department/Board/Agency recruitment and retention online presence.

2. Provides technical marketing expertise in developing recruitment and retention plans to meet identified departmental and organizational goals by:

- Provide marketing advice and recommendations.
- Participates in the development and implementation of ongoing GNWT recruitment and retention plans and initiatives under individual Recruitment and Retention Strategies or HR plans.
- Actively participate on multi-functional committees.
- Develop and maintain positive relationships with major stakeholders.
- Provides ongoing support to Recruitment and Retention working groups.
- Identifies gaps and recommends potential linkages in the development and refining of recruitment tools.
- Actively participate in human resources planning activities and identifies goals and targets specifically for recruiting.
- Develop and provide comprehensive recruitment information to all interested parties.



- Actively participate in the development of job postings for recruitment initiatives at a professional level.
- 3. Analyzes all statistical information and relevant metrics with respect to marketing and promotional activities by:**
- Maintain, update, and keep accurate statistics on the effectiveness of specific marketing initiatives.
 - Develop and expand recruitment and retention database tools.
 - Develop and analyze Key Performance Indicators (KPIs) as it relates to online marketing and promotional initiatives.
 - Provides periodic reports on future trends and demonstration of new marketing tools to Department/Board/Agency managers.
- 4. Provides advice and/or represents the Department of Finance on GNWT government committees related to marketing and communications as directed by Senior Management by:**
- Ensures attendance and participation at all committee meetings.
 - Provide Senior Management with briefings on agenda topics pre and post meetings.
 - Advocate on the issues relevant to the Department of Finance and/or the GNWT and NWT.
- 5. Participates in engagement marketing initiatives that provide departments, boards, and agencies with an opportunity to provide information in person to individuals interested in working in the NWT by:**
- Identify all recruitment and career fairs that meet the GNWTs recruitment and retention needs.
 - Negotiate contracts with the organizing companies for space and advertising.
 - Attend the Career Fairs (where possible) as the GNWT representative.
 - Ensure that participants from the Authorities have all of the information they require prior to attending the fair (schedule, Itinerary, etc.).
 - Ensure that all contact information from the fair is collected and entered in the database.
 - With the Authority Representative ensure that every contact made during the Career Fair is followed up.

WORKING CONDITIONS

Physical Demands

No unusual demands.



Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

No unusual demands.

KNOWLEDGE, SKILLS, AND ABILITIES

- Client services focus and anticipates and provides solutions to customer needs.
- Professional written skills and thorough knowledge of strategic communications, web planning and web media.
- Well-organized and detail oriented.
- Motivated with a sense of initiative to influence events to achieve goals; taking action to achieve goals beyond what is required; with an ability to be proactive.
- Knowledge of the Northwest Territories and its communities.
- Knowledge of recruitment and retention techniques, processes, and practices.
- Ability to influence stakeholders regarding issues that impact overall strategic plans.
- Ability to seek, frame and define the value of a specific decision or action to the benefit of all.
- Ability to develop creative and proactive marketing campaigns directed toward the recruitment of professionals across the NWT.
- Ability to design well thought out programs directed toward the recruitment and retention of GNWT staff.
- Ability to track and analyze key metrics related to online and offline marketing and promotional initiatives.
- Keeps abreast of current developments and trends in areas of expertise.
- Responds to new and changing business opportunities and obstacles by reassessing priorities.
- 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:

A degree in Business Administration, Communications or Marketing with 4 years of related and relevant experience.

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