



## IDENTIFICATION

Department	Position Title	
Finance	Communications Officer	
Position Number	Community	Division/Region
15-11580	Yellowknife	Policy, Legislation and Communications / HQ

## PURPOSE OF THE POSITION

The Communications Officer supports the Departments of Finance and Executive and Indigenous Affairs (Departments) in the areas of evaluation and implementation of communications plans, policies, procedures, and products to ensure the Departments' communications are strategic, effective, and consistent with Government of the Northwest Territories (GNWT) guidelines.

The Communications Officer is responsible for the provision of communications planning advice to departmental staff and senior management; and assessing policy and program proposals from a communications perspective for the Departments.

## SCOPE

Located in Yellowknife and reporting to the Manager, Public Affairs and Communications within the Policy, Legislation and Communications Division, the Communications Officer provides communications advice and support on the web, publications, communications planning, and media relations to departmental managers and staff.

The incumbent works closely with policy staff and program officers to support the overall communications strategy within the Departments. The incumbent also proactively supports the consistent, timely and effective communication of finance and human resource initiatives, programs, policies, and services to a broad stakeholder base including but not limited to the public, GNWT managers and employees, senior management groups and human resource staff.

This position helps develop innovative and creative solutions to communication challenges and opportunities. The position will take a proactive approach to departmental communications and support developing solutions, both alone and in collaboration with colleagues. The position also ensures that the Department's websites and print material meet departmental policies and guidelines, as well as the GNWT Visual Identity Programs and Official Languages Policy.



## **RESPONSIBILITIES**

- 1. Provides communications advice and support to ensure messages are presented in an accurate, coordinated, and effective manner.**
  - Provides communications support, media and public relations services that include
  - reviewing departmental print and electronic communications to ensure messages are clear and consistent with GNWT and departmental goals and objectives.
  - Participates in the analysis of emerging issues or potential crisis situations and in the development of communications responses to the situation.
  - Drafts speeches, statements, speaking notes and other public messages for Minister or senior staff as and when required.
  - Conducts research to collect, analyze and assess the views of the general and interested publics about the Departments' priorities and objectives, as well as programs and services.
  - Supports the development of communications campaigns and materials in collaboration with other GNWT departments.
- 2. Supports and monitors the Departments internet and intranet websites, providing strategies, planning and expertise to advance and develop the Departments' communications and program delivery on-line and increasing the profile of the Ministers and the Departments' mandate on the internet.**
  - Monitors the Departments' internal and external websites and ensures content is up to date and relevant.
  - Reviews new and updated materials submitted by Divisions for consistency with other GNWT messaging.
  - Assists in the implementation of communications/web guidelines to assist in the development or production of departmental publications and websites.
- 3. Participates in the production of communications materials.**
  - Provides input into message, content, design and medium (e.g. brochures, advertising, exhibits, etc.).
  - Provides design and communications advice to departmental staff in the preparation of communications products by third parties.
  - Reviews public materials to ensure they conform to department and GNWT standards.
  - Ensures that all public communications are in accordance with the GNWT web standards and the GNWT's Visual Identity Program.
- 4. Analyzes media coverage of the Departments.**
  - Reviews and maintains a clipping file on northern and national media organizations (print, radio and television) coverage in the Departments' programming areas.
  - Distributes these documents to the Manager Public Affairs and Communications, and other relevant interested groups.



5. **Respond to general inquiries on the Departments programs and services by acting as an information contact point for media, public and regions including inquiries from the Departments and main GNWT web site.**

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual physical demands

### **Environmental Conditions**

No unusual environmental conditions

### **Sensory Demands**

No unusual sensory demands

### **Mental Demands**

No unusual sensory demands

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- 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.
- Knowledge of best practices in strategic communications planning, public relations and media relations.
- Knowledge and understanding of the theory and principles to provide practical communications advice in response to emerging or crisis situations.
- Knowledge of northern communications media and audiences in which departmental programs and services are delivered.
- Excellent analytical skills; the ability to analyze critically and suggest an appropriate means of action, often within a short timeframe.
- Knowledge of GNWT communications priorities and goals, as well as applicable policies and procedures governing the management of GNWT communications programming, including the GNWT Official Languages Policy.
- Knowledge of internet-related technologies, web development/content management programs, desktop publishing (including graphics), and electronic mail and communication programs.
- Excellent oral and written communications skills, as well as the ability to adapt communication styles to accommodate different needs.
- Ability to build and sustain effective working relationships and work collaboratively with media, stakeholders, departmental staff and ministerial staff by demonstrating an ethic of support, teamwork and service.
- Ability to work under pressure and manage projects within tight timeframes and with strict



deadlines, which often requires prioritizing workloads and shifting priorities.

- Ability to work independently and to work effectively in teams.

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

A degree in a relevant field, such as communications, journalism, or public relations, and two (2) years' of 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