



IDENTIFICATION

Department	Position Title	
Finance	Manager, Public Affairs and Communications	
Position Number	Community	Division/Region
15-15978	Yellowknife	Policy, Legislation and Communications/ HQ

PURPOSE OF THE POSITION

The Manager, Public Affairs and Communications (Manager) supports both the Department of Finance and the Department of Executive and Indigenous Affairs (Departments) in a shared service environment.

The Manager is responsible for the management and oversight of the development, coordination and implementation of public relations and communications strategies and plans for the Departments, and the provision of specialist advice and expertise related to media relations and promotion of the Departments' objectives. The position is also responsible for ensuring that official language requirements are met and for managing a positive image of the Department in all public communications.

SCOPE

Located in Yellowknife, the Manager reports to the Director, Policy, Legislation and Communications, with the Policy, Legislation and Communications Division, within the Department of Finance.

The Manager is a critical position that maintains a broad understanding of operations, program development and delivery, legislative and policy framework and political matters related to the mandate of both Departments.

The Manager oversees the development and implementation of timely and politically sensitive communications for the departments and has significant latitude and freedom in developing strategies that meet the needs of the Departments' program areas.

The Manager is the direct supervisor for two full-time employees and is responsible for assigning projects and managing work plans. The work of the Managers has a significant impact on the internal and external relations of the Departments, including those with political leadership, government partners, stakeholders, and the public.



The Manager is responsible for managing and coordinating the public affairs and media relations function for the Departments, as well as the production of digital, print, multi-media, audio-visual, and promotional materials to support communications initiatives for Departments. The Manager is also responsible for ensuring that the communications activities for both Departments are carried out in a way that meets official language requirements and obligations and adhere to Government of the Northwest Territories' (GNWT) policies and procedures.

RESPONSIBILITIES

1. Manages development and coordinated implementation of communications strategies for the Departments.

- Directs research to identify internal and external communications needs.
- Manages development of communications strategies and standards for plans and activities under the approved strategy.
- Monitors for Departmental conformity with standards and takes action to address problems or opportunities.
- Evaluates the effectiveness of plans and activities and recommends alternatives or revisions as required.
- Provides expert advice to Department officials related to communications and media relations issues management.
- Provides expert advice to Department officials related to matters of protocol.

2. Manages development and implementation of Departmental media relations and provides expert advice.

- Manages development of standards for media relations in keeping with the GNWT Communications Policy.
- Monitors for Departmental conformity with standards and takes action to address problems or opportunities.
- Evaluates the effectiveness of plans and activities and recommends alternatives or revision as required.
- Develops and maintains a network of media contacts.
- Manages development and implementation of training in communications and media relations and participates in delivery to Department officials.
- Provides support for communications related to emergency situations such as forest fires, wildlife and/or environmental emergencies.
- Provides expert advice in drafting and editing communications materials for the media.
- Participates as a member of issues management teams.
- Provides media plans for the Minister's office including television, radio and print interviews and prepares background information for key media messages.



3. Manages development and implementation of Departmental public information, education, and promotion activities.

- Manages development of standards for public information, delivery of public education programs and activities and promotional activities in keeping with the Department's communications strategy.
- Monitors for Departmental conformity with standards and takes action to address problems or opportunities.
- Evaluates effectiveness of plans and activities and recommends alternatives or revision as required.
- Provides expert advice and assistance with the production and/or provision of materials (print, audio-visual, etc.) and event planning (e.g. theme weeks).
- Develops and reviews content for the Departmental website.
- Manages production of department-wide materials or aids.

4. Manages public affairs and communications activities having Department wide application.

- Manages development, implementation, monitoring, and evaluation of standards for advertising.
- Manages development, implementation, monitoring, and evaluation of standards for promoting the Department's image, including development and delivery of training.
- Provides expert advice and support to other organizations such as Aboriginal organizations or special interest associations and community governments.
- Participates in and/or leads committees in order to ensure that messaging is consistent with the Department's mandate and focused for targeted audiences.
- Manages development and coordinated development of speeches for the Minister's office.
- Prepares collateral material and speeches for the Premier's office.
- Responds and prepares speaking notes for other departments on joint issues for which the Department is the lead.
- Manages the development and coordinates implementation of key messages for stakeholders.
- Monitors and evaluates external documents created by divisions and provides advice and recommendations to the Directorate.

5. Contributes to the achievement of departmental objectives.

- Participates in recruitment of staff reporting to the position.
- Participates in strategic planning processes leading to the establishment of appropriate and measurable goals and objectives.
- Effectively communicates expectations and performance objectives to staff, and monitors and/or evaluates performance at regular intervals.
- Develops staff capability through provision of ongoing advice, direction and support including provision of appropriate training or other development options.
- Deals with human resource issues.



- Ensures staff access to necessary resources, supplies, equipment, and information.
- Prepares and manages contracts as required.
- Represents the Departments on GNWT communications committees.
- Provides support to Division management activities, as required.

WORKING CONDITIONS

Physical Demands

No unusual demands

Environmental Conditions

No unusual demands

Sensory Demands

No unusual demands

Mental Demands

The incumbent manages tight deadlines and competing priorities. The scope of work can involve politically sensitive issues, with communications decisions having the potential to have long-range effects. The incumbent faces strict deadlines and periods of high stress during crisis or emergency situations.

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 communications, public and media relations including issues management.
- Knowledge of public education/information and training theory and principles and ability to apply at a seasoned level.
- Knowledge of print, design, audio-visual and multi-media production techniques.
- Knowledge of computer software including word processing, desktop publishing, email, and Internet applications.
- Knowledge of strategic planning, analysis, and problem-solving techniques.
- Effective writing skills (English), including plain language are important when developing, editing, and proofreading public information and education materials.
- Effective verbal communications skills (English) are critical when dealing and exchanging information with a variety of clients and audiences in a variety of settings.
- Ability to develop and express ideas, concepts, judgments and recommendations to professionals and lay people in a clear and concise way using appropriate verbal, written and graphic means.



- The ability to speak and write in an applicable Aboriginal language is considered an asset.
- Management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams within time and resource constraints, while monitoring progress and evaluating results.
- Ability to effectively manage and motivate a diverse range of professionals.
- Ability to build and sustain relationships with stakeholders, lead teams and supervise subordinate staff effectively.
- Political sensitivity, self-confidence, tact, and diplomacy are critical in contacts with stakeholders and politicians.

Typically, the above qualifications would be attained by:

A university degree in journalism or communications, or a related field, and five (5) years of relevant experience, and a minimum of one (1) year supervisory experience or experience leading a team.

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 record 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