



IDENTIFICATION

Department	Position Title	
Environment and Climate Change	Manager, Public Affairs and Communications	
Position Number	Community	Division/Region
23-11606	Yellowknife	Policy, Legislation, Evaluation, and Communications

PURPOSE OF THE POSITION

The Manager, Public Affairs and Communication is responsible for the management, development and coordinated implementation of the Department's communication strategies and plans and the provision of specialist advice and expertise related to media relations, promotion of the Department's objectives and the production of multimedia, audio visual, print and promotional materials.

SCOPE

The position is located in Yellowknife and reports to the Director, Policy, Legislation, Evaluation, and Communications. The incumbent is the direct supervisor for three full time employees (FTEs): two Communications Planning Specialists and one Communications Specialist, Web. The incumbent is responsible for assigning projects to these positions and ensuring work planning and financial planning are in order for the unit.

The Department of Environment and Climate Change (Department) has broad responsibilities for environmental and resource management and the promotion of sustainable use and development of natural resources. Department programs and services are highly visible and directly affect lives of Northwest Territories (NWT) residents. Clear communication of the Department's role and function, both internally to employees and externally to stakeholders, the public at large and other Government of the Northwest Territories (GNWT) departments, is essential to ensure: appropriate and timely information is provided to the public; clients are aware of available programs and services and how to access them; stakeholders are aware of Departmental initiatives and how they may be affected; and, staff are informed of Departmental direction. It is the responsibility of the incumbent to manage the development and implementation of appropriate communication strategies to meet these objectives.

The Department often addresses controversial issues (e.g., limiting harvest levels) that are

sometimes national or international in their effect (e.g., climate change) or of high interest to NWT residents (e.g., forest fire suppression). The Department must communicate with an audience which ranges from individual resource harvesters to national or international organizations and industry. Diverse and vocal groups, some of whom are unfamiliar with the NWT, scrutinize the activities of the Department and the incumbent must balance pro-active communications planning with crisis management.

The Manager is responsible for the development of communications products and services provided for use by the Senior Management, the Minister, Departmental staff in divisions and regions, and other government departments.

RESPONSIBILITIES

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

- 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 co-management boards, 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 including level one grievances, and makes recommendations to the Director concerning resolution of higher level grievances;
- Ensures staff access to necessary resources, supplies, equipment and information;
- Assists in Divisional budget planning and expenditure management;
- Prepares and manages contracts as required;
- Prepares, manages and controls the section budget by monitoring expenditures, preparing variance reports and taking corrective action as required;
- Represents the Department on GNWT communications committees;
- Provides support to Division management activities as directed from time to time.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

High concentration and attention to detail is required when editing, proofreading or drafting public information materials.

Mental Demands

This position experiences workload pressures and fluctuations arising during crisis, emergency situations and during the sitting of the Legislative Assembly. The incumbent is subject to deadline pressures, workload and concentrated efforts related to the issue at hand as well as keeping current with ongoing management responsibilities.

KNOWLEDGE, SKILLS AND ABILITIES

- 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.
- 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.
- 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:

University degree with specialization in journalism or public relations, with a minimum of five (5) years of experience in the communications field, and three (3) years of management and supervisory 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