



IDENTIFICATION

Department	Position Title	
Environment and Climate Change	Communications Planning Specialist	
Position Number	Community	Division/Region
23-5511	Yellowknife	Policy, Legislation, Evaluation & Communications

PURPOSE OF THE POSITION

The Communications Planning Specialist is responsible for developing, implementing, and evaluating departmental communication plans, policies and products to ensure the Department's communications are strategic, effective and consistent with Government of the Northwest Territories (GNWT) and departmental policies and guidelines. The Communications Planning Specialist is responsible for the provision of communication planning advice to departmental staff and senior management and assessing policy and program proposals from a communications perspective.

SCOPE

Located in Yellowknife and reporting to the Manager, Public Affairs and Communications, this position is a part of the Corporate Services division of the Department of Environment & Climate Change (ECC). This position provides expert advice to the Department.

The programs and services of the Department are highly visible and directly affect the lives and public safety of Northerners. Issues addressed by the Department are often controversial (e.g., resource management, environmental assessment, transboundary water issues) and sometimes international in their effect (e.g., resource management, climate change). The Department must communicate with a wide audience which varies from individual harvesters to the European Economic Community. Diverse and vocal groups, some of whom are unfamiliar with the NWT (including its people, culture and environment), scrutinize the activities of the Department and the position must balance pro-active communications planning and crisis management.

The position is limited by the stated goals and objectives of the Department and GNWT; GNWT public relations and communications strategies; and available resources. Within these limitations, the position is required to develop innovative and creative solutions to



communications challenges and opportunities. The position is expected to anticipate the Department's communications needs and to take the lead in developing solutions, alone or in collaboration with others. Communication proposals are reviewed by the supervisor and senior management against broad Department concerns.

RESPONSIBILITIES

1. Develop overall communications strategies for the Department.

- Conducting research to collect, analyze and assess the views of the general and interested public about the Department's priorities, objectives and programs and services;
- Developing communications strategies in collaboration with Divisional and Department (headquarters and regional) colleagues;
- Monitoring and evaluating conformity by line divisions and regions with the Department's communication strategies and recommending adjustments as required.

2. Plan, develop and implement communications plans.

- Collaborating with divisional and department colleagues in the preparation of communications plans (e.g., identifying target audiences, key messages, communication tools, etc.);
- Developing or participating in the development of public information and other communication materials under the plan;
- Evaluating or participating in the evaluation of the plan's success in achieving objective.

3. Provide communication planning and support services.

- Providing expert communications planning advice to Headquarters and Regional Offices;
- Preparing or editing communication and public information materials (e.g., brochures, presentations, media releases, discussion papers);
- Participating in the analysis of emerging issues or crisis situations and in the development of communications responses to the situation;
- Acting as media liaison officer during emergency and crisis situations (i.e., forest fires, wildlife emergencies);
- Monitoring the effect of actions taken and recommending alter required;
- Representing the department's interests, and collaborating with the others in the GNWT, nationally and internationally in the development of communications plans.

4. Participate in the production of communications material.

- Providing advice about the message; content and medium (e.g., video scripts advertising, exhibits);
- Reviewing materials prepared for the conformance with the Department and GNWT's



stated goals and taking action to revise where required.

5. Plan, develop and participate in the implementation of consultation plans.

- Collaborating with divisional and departmental colleagues in preparation of consultation plans (i.e., scope, key messages, approach etc.). Examples where this would be needed are under the *Wildlife Act*, Greenhouse Gas Strategy, or Waste Reduction and Recovery Programs;
- Forecasts are that the use of this form of communication will increase due to increased pressures of resource development in the NWT and neighboring jurisdictions (Alberta oil sands development) and national and international focus on environmental issues.

6. Media analysis of departments programs and services.

- Reviewing and maintaining clipping file including northern and national media organizations (print, radio and television);
- Distribution of these documents to the appropriate division and region.

7. Participate in the preparation of speaking notes for the Premier, Minister, Directorate and other departmental staff.

8. Prepare or participate in the preparation in materials for ECC website including update of content as a communication tool.

9. Respond to general inquiries on ECCs programs and services by acting as an information contact point for general public and regions, including inquiries from ECC and main GNWT website.

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

- Specialized knowledge in communications, public and media relations.
- Specialized knowledge of research techniques and methodologies.
- Specialized knowledge of strategic planning, analysis and problem solving.
- Knowledge of computer software including word processing, desktop publishing (including graphics), database and electronic mail and communication programs.
- High level of written communication skills to write and edit materials about a wide variety of subjects (some of them technical or scientific nature) for a wide variety of audiences from experts to lay people.
- High level of verbal communication skill to exchange information (which may be of a complex or technical nature) in a variety of settings.
- Knowledge and skilled in management theory and principles to provide practical communications advice especially in response to emerging and crisis situations.
- Knowledge of supervisory skill to monitor the work of contractors.
- 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:

Degree in Public Relations or Journalism supplemented by 3 years of experience in the communications field; or

A relevant Diploma supplemented by 5 years of experience in the communications field.

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