



IDENTIFICATION

Department	Position Title	
Infrastructure	Intern, Communications	
Position Number	Community	Division/Region
33-16245	Yellowknife	Policy, Planning and Communications

PURPOSE OF THE POSITION

The Intern, Communications provides assistance in the development and implementation of internal and external communications strategies and activities in order to promote and enhance the public image and identity of the Department and improve organizational effectiveness. This work is completed in a manner that is strategic, effective and consistent with the Government of the Northwest Territories (GNWT) and departmental policies and guidelines.

SCOPE

The Intern, Communications position is located in Yellowknife and reports to the Manager of Public Affairs and Communications in the Policy, Planning and Communications Division. The intern will be expected to carry out duties during the internship while learning about the organization. The position works closely with and provides support to a team of communications professionals in areas related to the mandate of the Department of Infrastructure. The level of responsibility will increase with the experience gained.

The Department of Infrastructure is highly decentralized in the delivery of its programs and services and is responsible for territory-wide government programs such as the operation and maintenance of public buildings, transportation infrastructure and systems, project management, facilities planning, design and technical support services, environmental assessment and remediation, property management, information technology, information management, disposal of surplus property and goods, motor vehicle and mechanical/electrical regulatory services and fleet management.

The Department is also responsible for programming aimed at increasing the use of domestic energy resources and reducing energy costs in the Northwest Territories (NWT), delivering renewable energy solutions, providing energy supply services to non-market communities, and leading efforts in energy conservation and efficiency. On behalf of the Government of Northwest Territories (GNWT), the Department of Infrastructure also carries the responsibility for strategic planning for the GNWT's long term investment in the development of public transportation and energy production and distribution systems for the Northwest Territories, as well as the continuity of marine transportation services for the provision of fuel and dry goods to northern destinations.

The Intern, Communications will gain knowledge and experience in the development, implementation and organization of a variety of public relations and communications initiatives throughout the Department. At the end of the internship, the candidate should have an enhanced ability to provide plain language writing and editing, strategic communications planning and implementation, media relations advice, web content development and product development advice.

RESPONSIBILITIES

1. A well-planned communications function contributes to the effectiveness and positive work environment of the Department. Challenges include accommodating a wide variety of diverse stakeholders, managing within a rapidly changing external environment, and within a constrained communications budget. Specific activities include assisting with:

- 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;
- Identifying emerging issues or potential crisis situations and participating in their analysis and in the development of communications responses to these situations;
- Drafting ministerial and departmental remarks,
- Drafting media advisories and news releases, and
- Media monitoring and dissemination of key INF related stories.

2. Most initiatives in the Department have some type of communications component. The intern will provide advice and assistance to other staff in INF in the development of communications plans and activities. Challenges include the diversity of communication requirements for the broad range of programs and services of the Department, and the rapidly changing environment requiring frequent and quick shifting of priorities. Specific activities include:

- Working with staff to identify communication needs,
- Drafting strategic communications planning documents,
- Providing communications planning advice,
- Suggesting creative options,
- Preparing or editing communications and public information materials,
- Assisting with production of materials including: key messages, media event logistics, speaking notes, ministerial statements, and reports.

3. **It is important the Department's staff, business and initiatives are communicated effectively to staff. The intern will be the coordinator of stories and articles for the BearNet and will assist with other internal communications initiatives. Challenges include rapidly changing information and the need to obtain up-to-date information from many sources across NWT. Specific activities include:**
- Researching and writing INF stories and articles for Bearnet, and
 - Repurposing stories and articles on various Departmental social media platforms.
4. **Additional support to divisions will be required in the form of:**
- Inventory of communications materials and assets,
 - Updating content on INF website,
 - Social media posting and monitoring.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

The work will be performed mainly in a normal office environment. Occasional assignments/projects require driving and/or work outdoors, such as taking photos or attending media events.

Sensory Demands

No unusual demands.

Mental Demands

The incumbent will be required to manage a number of concurrent projects with potentially conflicting timelines, and rapidly changing priorities. Limited travel outside of Yellowknife may be involved.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of basic communications/media relations theory.
- Knowledge of basic research methods.
- Knowledge of basic communications practices.
- Skilled in writing.
- Basic ability to conduct meetings.
- Proficiency in using computer software, social media platforms and website content management systems.
- Website management and social media planning and application.
- Strong skills in assessing design needs for communications materials.
- Time and project management skills.
- Client service focus with ability to meet needs.

- Ability to function effectively within and contribute positively to a team.
- Ability to listen, understand and respond appropriately to others.
- Ability to establish effective working relationships.

Typically, the above qualifications would be attained by:

A post-secondary degree or diploma in communications, public relations, journalism or a related field is required.

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