



## IDENTIFICATION

Department	Position Title	
Northwest Territories Health and Social Services Authority	Manager, Communications Operations	
Position Number	Community	Division/Region
48-14933	Yellowknife	Corporate and Support Services/Territorial Operations

## PURPOSE OF THE POSITION

The Manager, Communications Operations in the Northwest Territories Health and Social Services Authority (NTHSSA) is accountable for the development and management of efficient and effective execution of the NTHSSA's communication strategy and will implement processes, plans and initiatives that align and help achieve the strategic goals of the organization. The Manager provides leadership to the NTHSSA communications team and with the overall goal of supporting the delivery of Health and Social Services programs and services throughout the NTHSSA. This Manager oversees all NTHSSA operational communication needs and ensures alignment between the NTHSSA communication needs and the Department of Health and Social Services (DHSS) communication policies, protocols and standards, as well as, overall DHSS policy, legislation and standards.

## SCOPE

Reporting to the Director, Communications and Public Affairs the Manager, Communications Operations (the Manager) is responsible for the delivery of internal and external communications services. This position manages the division that functionally supports the communication needs of NTHSSA managers and directors. The core function of this position is to enable the day-to-day communications that are required to operate the health and social services system, and to plan for and provide information to staff and the public so that services are operated and accessed in an efficient and effective way.

The Manager will ensure residents receive a consistent and clear messaging related to the resources, programs, and supports available through health and social services system. The Manager plays a key role in ensuring communication is aligned and consistent across all NTHSSA operations as well as supporting the delivery of consistent communications products



and programs in the Tlicho Community Services Agency and Hay River Health and Social Services Authority jurisdictions where and when appropriate.

It is essential this position collaborate with the Manager, Communications in the DHSS to ensure the direction and implementation of NTHSSA communications is in line with DHSS strategies and mandates. Where required, this manager's division will collaborate and directly support DHSS, Hay River Health and Social Services Authority (HRHSSA) and Tlicho Community Services Agency (TCSA) on the design and implementation of collaborative communication initiatives.

This position plays a significant role in the development and continued improvement of communication processes, best practice, standards and procedures for execution of operational communications across the NTHSSA. Initially this position will have a mandate to create an NTHSSA communication's division as well as develop and implement all NTHSSA communication policies, processes and protocols. Once the division and processes are established, this position will have the continued role of evaluating and adjusting the existing processes and procedures for continued applicability throughout the regions and in alignment with the DHSS communication policies, protocols and guidelines. During this development stage this position will also ensure the development and alignment of NTHSSA official languages requirements.

The Manager, Communications will have management and oversight for communications related budgets as well as the NTHSSA staff members - including 1 Communications & Marketing Officer, 1 Communications Officer, and 1 Intern – Communications (when funded). This position has primary responsibility for supervising and managing their team in line with existing HR policy and procedures.

The Northwest Territories Health and Social Services Authority (NTHSSA) is the single provider of all health and social services in the Northwest Territories (NWT), with the exception of Hay River and Tlicho regions, covering 1.2 million square kilometers and serving approximately 43,000 people, including First Nations, Inuit, Metis, and non-aboriginals. Health and social services includes the full range of primary, secondary and tertiary health services and social services including family services, protection services, care placements, mental health, addictions, and developmental activities, delivered by more than 1,600 health and social services staff.

## **RESPONSIBILITIES**

- 1. Develop all internal and external NTHSSA communication policies, processes, standards, and protocols in alignment with NTHSSA operational goals, priorities, and programs.**



- Update, maintain, and guide the development of the NTHSSA's Visual Identity Program.
- Develop and maintain an internal guide that communicates the services provided by the Communications unit to all NTHSSA staff, so they may understand services, timelines, and associated costs or deliverables.
- Set policy and procedure to ensure consistent application of corporate branding across all mediums and materials.
- Maintain and improve public facing communication tools and processes that include responses to public questions, comments, and feedback through email, web, social media, and any other means by which feedback is received.

**2. Oversee the development and implementation of communication strategies, plans and products for all of NTHSSA internal and external operational communications.**

- Build a robust double-pronged approach to ensure digital and traditional communication channels are used effectively and appropriately in all external communications.
- Provide feedback on communication planning documents developed and led by the Department of Health and Social Services. Create operational communication plans that align with and enable system plans developed by the Department.
- Deliver regular and useful updates to staff via internal communications processes and tools and improve these tools over time.
- Work with Managers and Directors to ensure appropriate planning is in place and wherever possible leverage relationships to ensure advance planning for foreseeable communications needs.
- Ensure timely support of program and project communication needs to meet required deadlines, and where delays are probable or communication products or planning will impact operations assist in prioritizing needs and finding alternate solutions that NTHSSA programs and services.
- Ensure communication products are identified for translation as required by official languages legislation and practices

**3. Lead and develop of the NTHSSA communications division.**

- Provide performance appraisals, training and development of all indeterminate, term and casual staff.
- Coach, develop and guide communication division staff to build capability in the team.
- Identify areas for growth, opportunity for development and assign tasks, acting opportunities and projects to develop skills and expertise where appropriate.
- Develop capability in the communications team to take on smaller communications projects independently.



- Provide guidance, leadership and direction to the NTHSSA communications in the development of communications strategies, plans and materials.

**4. Support media and issues management work led by the Director, Communications and Public Affairs.**

- Support awareness of media and public sentiment by ensuring NTHSSA leadership have updates on ongoing or emerging stories, social media sentiment, or trends.
- Assist in the development of media responses and issue management planning, as requested by the Director, Communications and Public Affairs.
- Provide advice and assessment on communications issues that become part of public discourse to inform messaging strategy both internally and externally.

**5. Identify areas of need, develop, execute and manage external contracts that are in line with the communication needs of the NTHSSA.**

- Act as liaison for program areas to identify needs and required resources for contracted communications services.
- Identify and ensure awareness of what services are available including what financial and human resources may be required to engage with contractors.
- Support program areas in contract management.

**6. Ensure basic “brick and mortar” communications are consistent, timely, and effective across all operational sites. This may include:**

- Act as liaison for program areas to identify needs and required resources for contracted communications services.
- Identify and ensure awareness of what services are available including what financial and human resources may be required to engage with contractors.
- Support program areas in contract management.

## **WORKING CONDITIONS**

### **Physical Demands**

Physical demands on the incumbent are consistent with the typical GNWT office environment.

### **Environmental Conditions**

Environmental Conditions on the incumbent are consistent with the typical GNWT office environment.

### **Sensory Demands**

Sensory demands on the incumbent are consistent with the typical GNWT office environment.



### **Mental Demands**

The incumbent may experience periods of stress when dealing with sensitive issues, tight deadlines, or significant volumes of work. This is often cyclical and not consistent.

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

- Knowledge of best practices in communications planning, public relations and media relations.
- Knowledge and understanding of theory and principles to provide practical communication advice to emerging or crisis situations.
- Knowledge of the northern communications media environment and audiences.
- Knowledge of the health and social services system, GNWT communications environment.
- Oral and written communication skills, as well as the ability to adapt communication styles to accommodate for differing needs or audiences.
- Ability to work under pressure, manages multiple projects and tight timeframes and strict deadlines, and prioritizes and shift workloads.
- Ability to work with and manage contractor relationships.
- 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:**

A degree in a communications discipline and 5 years' experience in a communications field, included within this 5 years' experience is at least 1 year of experience leading or supervising other staff.

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