



IDENTIFICATION

Department	Position Title	
Northwest Territories Health and Social Services Authority	Senior Communications Officer	
Position Number	Community	Division/Region
48-15561	Yellowknife	Corporate and Support Services/ Territorial Operations

PURPOSE OF THE POSITION

The Senior Communications Officer supports the development, implementation, and evaluation of communications plans, policies and procedures to ensure the NTHSSA's communications are strategic, effective and consistent across the NWT.

SCOPE

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 Tłı̨chǫ 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 1,400 health and social services staff.

Under the direction of the Minister of Health and Social Services, the NTHSSA is established to move toward one integrated delivery system as part of the government's transformation strategy.

Located in Yellowknife and reporting to the Manager, Communications Operations, the Senior Communications Officer provides communications advice and support for communication planning and media relations to departmental Directors, Managers and Staff. The incumbent works closely with the NTHSSA communications team to support the overall communications strategy within NTHSSA. This position is the next most senior

communications role after the Manager, Communications and will require acting as Manager duties from time to time.

The incumbent helps develop innovative and creative solutions to communications challenges and opportunities and takes a proactive approach to communications both alone and in collaboration with colleagues. As well, the incumbent will provide communication advice and support to ensure messages are presented in an accurate, coordinated and effective manner.

The Senior Communications Officer will work directly with Chief Operating Officers (COOs) and senior managers, to analyze and respond to crisis situations and media requests. This position is involved in direct oversight or active participation in the production of communication and marketing materials, developing integrated communication and marketing plans, implementing campaign activities from concept to completion, liaising with local agencies as necessary, and evaluating campaign effectiveness.

The position oversees NTHSSA's websites and digital media, including the public facing website and intranet, ensuring that all content is current and relevant, evaluating the sites, and provides strategies and planning expertise to advance online program delivery and the authorities' online profile. The position is responsible for NTHSSA social media accounts, and will develop, execute, and evaluate a social media strategy. The incumbent will create and optimize NTHSSA social media pages, generate original content, and moderate and analyze sites to build a positive public perception.

The incumbent will identify needs for communication products and assist in their production or the coordination of contracts to ensure support for planning and development of campaigns as appropriate.

This position supports media requests which are often unexpected and unscheduled, and deal with sensitive and sometimes contentious, complex issues. Requests often have tight deadlines that require coordination between senior management and front-line staff to write and provide accurate summaries to media outlets that do not infringe upon privacy and confidentiality of patients or clients. These requests may occur in high volume during crisis incidents, and the incumbent must be able to deliver a clear and concise message under pressure, while balancing organizational transparency and ensuring patient confidentiality.

RESPONSIBILITIES

1. Provide communications advice and support to ensure messages are presented in an accurate, coordinated and effective manner.

- Support and actively participate in the development of authority-wide and program-specific communications plans, strategies, policies and procedures in accordance with the NTHSSA's strategic and operational plans, policies and guidelines, and provide leadership in implementation.

- Actively participate in the analysis of emerging issues or potential crisis situations and in the development of communications responses to these situations.
- Provide communications support, and media and public relations services that include reviewing authority print, electronic and broadcast communications to ensure messages are clear and consistent with organizational goals and objectives.
- Work directly with COOs and other senior managers to identify regional priorities and develop and implement communications plans to address local operational needs.
- Draft speeches, statements, speaking notes and other public messages for the Chief Executive Officer (CEO), Minister, and/ or senior staff as and when required.
- Conduct research to collect, analyze and assess the views of the general and interested publics about the authority's priorities and objectives, as well as programs and services.
- Develop communication campaigns and materials in collaboration with other GNWT departments.
- Advance NTHSSA cultural safety goals through the development of communication materials that maintain culturally safe messaging and design.

2. Development and coordination of media relations activities.

- Development and coordination of proactive media campaigns and relations.
- Development and implementation of standards for media relations in keeping with the GNWT media policies.
- Monitors the effectiveness of plans and activities and recommends alternatives or revisions as required.
- Develops and maintains a network of media contacts.
- Assists the development and delivery of training in communications and media relations and participates in its delivery to Secretariat staff as required.
- Monitors media for emerging issues and provides advice and recommendations to the Manager, COVID Communications.
- Provides advice in the development of material for media.
- Assist with development of Issues Management Plans and messaging.
- Concepts, develops and delivers media events and opportunities, media messages and media backgrounders.
- Development and coordination of news releases, advisories and statements.

3. Provide oversight or active participation in the production of communications and marketing materials.

- Develop integrated communication and marketing plans, implement campaign activities from concept to completion, and analyze/evaluate effectiveness of campaigns. Liaise with local agencies as necessary (marketing and communication agencies, newspapers, radio, magazines, media, etc).
- Design and develop graphic materials to support communication objectives and campaigns. Ensure final graphics and layouts are visually appealing and on-brand.
- Provide input into message, content, design and medium (e.g. brochures, advertising, exhibits, etc.).

- Provide design and communications advice to departmental staff in the preparation of communications products by third parties. Review public materials to ensure they conform to graphic standards and official language's requirements.
- Capture and process images as required.
- Shoot and edit basic video content.

4. Responsible for NTHSSA Social Media Accounts.

- Develop and execute social media strategy through research, platform determination, benchmarking, and messaging and audience identification.
- Create and optimize NTHSSA social media pages within each platform to increase visibility of social content.
- Generate, edit, publish, and share content (Original text, images, video or HTML) that builds meaningful connections, raises positive community awareness about programs and services, and encourages member of the public to utilize services. As required, collaborate with other departments, programs and services to generate content.
- Moderate all user-generated content in line with the public social media guidelines for each community.
- Develop and run paid social media campaigns analyze results, and track and monitor campaign budgets.
- Create editorial calendars and syndication schedules
- Continually improve content, though analyzing social data/metrics, insights and best practices, and then act on the information. Report on social media activities to the Manager of Communications

5. Support the delivery of Official Languages Services for the Department.

- Ensure that public communications are in accordance with the Official Languages Act.
- Coordinates the translation of public communications materials.
- Coordinates assessments of departmental communications and services to ensure French language service requirements are met in accordance with the GNWT's Strategic Plan on French Language Communications and Services.
- Maintains an inventory of bilingual public printed material published by the Department.
- Maintains an inventory of all departmental points of French language service delivery.

6. Analyze media coverage of the agency.

- Review and maintain a clipping file on northern and national media organizations (print, radio, social media, and television) coverage in the NTHSSA's programming areas.
- Distribute these documents to the Manager, Communication, and other relevant interested groups.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

Occasional travel required.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of best practices in strategic communications planning, public relations and media relations.
- Knowledge and understanding of organizational structures in a government setting to provide practical communications advice in response to emerging or crisis situations.
- Knowledge of northern communications media and audiences in which departmental programs and services are delivered.
- Ability to build and sustain relationships with stakeholders.
- Political sensitivity, tact and diplomacy are critical in contacts with stakeholders and politicians.
- Ability to make key contacts and know when and where to share various levels of information to ensure efficiency and success.
- Analytical skills and the ability to analyze critically and suggest an appropriate means of action, often within a short timeframe.
- Knowledge of communications priorities and goals, as well as applicable policies and procedures governing the management of government communications programming, including governmental Official Languages Policy.
- Knowledge of computer design software including InDesign, Illustrator, and Photoshop.
- Strong written communication skills and editorial skills, to write and edit materials about a wide variety of subjects for a wide variety of audiences.
- Verbal communication skills to exchange information in a variety of settings.
- Skilled in working with internet related technologies and web development platforms, including Drupal and WordPress.; additional computer skills include Microsoft Word, Microsoft Excel, PowerPoint, Microsoft Publisher, and Microsoft Outlook.
- 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 communications or a related discipline, such as journalism or public/media relations, marketing or a similar equivalent, and three (3) year of experience in a communications role.

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