



## IDENTIFICATION

Department	Position Title	
Health and Social Services	Communications Officer	
Position Number	Community	Division/Region
49-17657	Yellowknife	Finance, Policy, Planning and Communications/HQ

## PURPOSE OF THE POSITION

The Communications Officer supports the development, coordination, and implementation of departmental communication plans and initiatives to ensure the Department's communications are strategic, effective, and consistent with Government of the Northwest Territories and Departmental policies and guidelines. This position also supports internal and external communications and engagement activities including event planning, social media management, and traditional media campaigns, and assists with media events and media relations.

## SCOPE

Located in Yellowknife, the Communications Officer reports to the Manager, Communications, and provides communications advice and support for communication planning and media relations to Departmental Directors, Managers and Staff. The incumbent works closely with the Department's communications team and supports the overall communications strategy within the Department. The position also works with the Northwest Territories Health and Social Services Authority (NTHSSA) and other GNWT Departments in the coordination of joint communication activities or ongoing initiatives.

The HSS System is comprised of the Department and three Health and Social Services Authorities that deliver a complex array of programs and services: NTHSSA, HRHSSA, and TCSA. Since 2013, the NWT HSS system has been engaged in a strategic renewal process. This began with System Transformation, a multi-year, community engagement-driven process to develop a model for an integrated health and social services system that better respects the unique contexts and strengths of the NWT's distinct regions and cultures. Building off the results and momentum of System Transformation, the strategic renewal effort has now begun a process of Primary Health Care Reform to shift the system and its care models towards a team and relationship-based approach that is driven through public participation, community feedback



and data, and built on a foundation of trust and cultural safety. Using a community development approach, the Department is changing the way it works with people and communities, at every level of the health and social services system, to enable public participation in priority setting, planning, and design that integrates the social determinants of health, with the goal of implementing cost-effective programs that are more culturally appropriate and responsive to the needs and priorities that have been identified by stakeholders themselves.

The Communications Officer must maintain a broad understanding of these and other key initiatives, as well as program development and delivery models, Department and GNWT priorities, governance models, and legislative and policy frameworks within which programs and services are provided and decisions are made, to help develop innovative and creative solutions to communications challenges and opportunities, and to take a proactive approach to communications both alone and in collaboration with colleagues.

The Communications Officer will work directly with staff to meet the communications needs of the Department, and the incumbent will provide communication advice and support to ensure messages are presented in an accurate, coordinated, and effective manner.

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 contributes to Department website content and digital media, and assists in the development and implementation of communication plans and tactics.

The position is also responsible for producing a variety of brochures, posters, and digital graphics in-house, utilizing existing graphic design skills, photographing events, and developing in-house video content for internal and public use. The position ensures all digital and print materials produced by the Department comply with the GNWT Visual Identity Program (VIP) Standards and the GNWT's *Official Languages Act*.

This position may assist in supporting media management activities to progressively develop this skill set over time.

## **RESPONSIBILITIES**

### **1. Provide advice and support to communications planning and activities.**

- Support the development of department-wide and program-specific communications plans, strategies, in accordance with GNWT and Departmental policies and guidelines, and provide leadership in implementation.
- Provide communications support, media and public relations services that include



reviewing departmental print, electronic and broadcast communications to ensure messages are clear and consistent with GNWT and Departmental goals and objectives.

- Participate in the analysis of emerging issues or potential crisis situations and in the development of communications responses to the situation.
- Monitor the effectiveness of actions taken and recommend appropriate strategies in response.
- Draft speeches, statements, speaking notes and other public messages as required.
- Conduct research to collect, analyze and assess analytics from digital media sources to report upon and recommend response.
- Support the development of communications campaigns and materials in collaboration with health and social services authorities, other GNWT departments, and external partners.
- Integrate key Department messages into communications plans and link individual communication initiatives with the larger Department and Government strategies to ensure more consistent and effective communications programs and products.
- Attend regular and ad hoc meetings with assigned Department client to provide expert communications advice on initiatives or program changes.
- Participate in Department-wide, cross HSS System, or inter-Departmental initiatives regarding communications and marketing projects.
- Use established GNWT communications tools and processes such as communication planning briefs and implementation plans to assure quality delivery.
- Liaise with Corporate and Cabinet Communications to secure approval of communication planning briefs, implementation plans, and other established GNWT communication tools.
- Ensure Department web and digital communications follows GNWT standards and identify new and innovative web and digital solutions to Corporate Communications.
- Ensure Department web content is up to date and relevant through staff meetings and providing web and social media analytics on program areas and campaigns.
- Provide advice on best internal communications format for employee collaboration within Department and across HSS System.
- Support the delivery of Official Languages Services for the Department by facilitating the translation of public communication materials, working with the staff of the Official Languages Unit.

## **2. Actively participate in, or provide oversight on, the production of marketing and communications materials.**

- Develop integrated communication and marketing plans, implement campaign activities from concept to completion, and analyze/evaluate effectiveness of campaigns. Liaise with local outlets and 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.

### **3. Coordinate Department Events.**

- Work with program area, health and social services authorities, and Cabinet Communications in the planning and coordination of Department events, such as the launch of new initiatives and in-person and virtual town halls.
- Travel to and attend events to ensure event activities are executed smoothly, and photograph events, as required.
- Co-ordinate interviews with the media and Department spokespeople, including management of interviews at the time of event.

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual demands.

### **Environmental Conditions**

No unusual conditions.

### **Sensory Demands**

No unusual demands.

### **Mental Demands**

No unusual demands.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge in communications, marketing, and public and media relations, including issues management.
- Knowledge of print, design, audio-visual, multi-media, and social media production techniques.
- Knowledge of computer design software including InDesign, Illustrator, and Photoshop.



- Knowledge of social media and web analytics.
- Skilled in working with internet related technologies and web development platforms, including Drupal and SharePoint.
- Computer skills include Microsoft Teams, Microsoft Word, Microsoft Excel, PowerPoint, Microsoft Publisher, and Microsoft Outlook.
- Planning, analysis and problem-solving skills.
- Writing skills, including in plain language.
- Editing and proofreading skills.
- Ability to develop and express ideas, concepts, judgments, and recommendations to a variety of audiences in a clear and concise way using appropriate verbal and written means.
- Ability to work in a team environment and independently.
- Ability to find innovative ways to resolve problems and find solutions.
- Ability to make key contacts and know when and where to share various levels of information to ensure efficiency and success.
- Ability to plan and complete concurrent projects within time and resource constraints while monitoring progress and evaluating results.
- Political sensitivity, tact and diplomacy skills to ensure positive relationships with stakeholders and politicians.
- Ability to learn and adapt to new technologies and trends.
- 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 one (1) year of relevant experience

Equivalent combinations of education and experience will be considered.

**ADDITIONAL REQUIREMENTS**

**Position Security**

- 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