



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Official Languages Coordinator/Communications Officer	
Position Number	Community	Division/Region
63-15301	Yellowknife	Policy, Planning, Communications and Analysis/HQ

PURPOSE OF THE POSITION

The Official Languages Coordinator /Communications Officer specifically supports the planning, coordination, monitoring and implementation of a range of communications and services in French and other Official Languages in accordance with the 1984 NWT *Official Languages Act* and Regulations, the GNWT Strategic Plan for French Communications and Services, the Standards and Operating Plans for French Language Communications and Services, as well as the Departmental mission and values.

As part of the department's communications unit, the position also supports the development, and implementation of initiatives and products in support of the department's overarching communications effort including the application of the GNWT's Visual Identity Program.

The position services a broad range of stakeholders, including but not limited to, the public, ITI managers and employees, and regional ITI offices.

SCOPE

Located in Yellowknife and reporting to the Assistant Director, Strategic Communications, the Official Languages Coordinator/Communications Officer ensures that all communications products and materials (including web content) meet departmental policies and guidelines as well as the GNWT's Visual Identity Program and Official Languages Policy.

The position also contributes communications expertise and support in the planning, development and delivery of communications products and materials and media relations in support of the Department and its divisions and regional offices.

The Department of Industry, Tourism and Investment (ITI) has broad responsibilities that are a focal point of business development, tourism and resource development activities throughout the Northwest Territories (NWT).

RESPONSIBILITIES

1. Coordinate the delivery of Official Language Services for the Department

- Coordinate the production of French-language communications products and materials in accordance with the *Official Languages Act*, Policy and Guidelines.
- Coordinate, oversee and maintain ITI's French websites and social media platforms.
- Maintain an inventory of all products and points of French language service delivery.
- Facilitate the provision of French Language Services to ITI clients by maintaining and liaising with a network of French speaking ITI staff.
- Coordinate and deliver the orientation and training of departmental staff to meet GNWT standards for French communications and services and obligations set out in the Official Languages Act.
- Support the monitoring and preparation of activity reports (including annual reports) for the delivery of Official Languages by the Department and regional ITI operations centres.
- Represent the Department's interests on interdepartmental committees governing the delivery of official languages initiatives and activities.

2. Provide communication advice and support to ensure communications products are developed in a timely, coordinated manner - and in compliance with GNWT standards and requirements.

- Support and coordinate the development of documents, reports and communications products.
- Provide design and production advice to program staff and regional offices; and liaise with contractors in the preparation of communications products.
- Review communications materials to ensure compliance with department and GNWT standards for visual identity and the use of official languages.

3. Support ongoing communications and promotions initiatives and functions of the Department.

- Draft, edit and produce web posts and promotional materials as required.
- Monitor and track media sources for stories and issues relating to the Department of ITI and its program areas.
- Support the collection and evaluation of data for the evaluation and measurement of the Department's communications and media efforts.
- Contribute expertise and advice to ongoing strategic communications planning and scheduling.
- Participate in the planning and execution of communications or promotional events as required.

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

- Bilingual (EN-FR) oral and written communications skills
- Knowledge of NWT *Official Languages Act*, the GNWT Strategic Plan for French Communications and Services and the GNWT Standards for French Language Communications and Services.
- Knowledge of northern communications media and audiences in which departmental programs and services are delivered.
- Knowledge of internet-related technologies, web development programs, desktop publishing and electronic mail and communication programs.
- Ability to build and sustain effective working relationships and work collaboratively with media, stakeholders and colleagues by demonstrating an ethic of support, teamwork and service.
- Ability to organize and present information clearly and in plain language.
- Ability to make effective oral presentations.
- Ability to work under pressure and manage projects within tight timeframes and with strict deadlines and shifting priorities.
- Ability to work independently and to work effectively in teams.
- Experience in strategic communications public relations and media relations.

Typically, the above qualifications would be attained by:

Certification and/or training in a communications discipline such as journalism, or public/media relations or a similar equivalent.

Three years' experience in a communications environment.

B/B/B French language proficiency level in GNWT language proficiency testing.

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