



## **IDENTIFICATION**

<b>Department</b>	<b>Position Title</b>	
Industry, Tourism and Investment	Senior Communications Officer	
<b>Position Number</b>	<b>Community</b>	<b>Division/Region</b>
63-17766	Yellowknife	Policy Planning Communications and Analysis / HQ

## **PURPOSE OF THE POSITION**

The Senior Communications Officer recommends, develops and implements communications strategies in order to promote and advance the mission, vision, goals and objectives of the Department of Industry, Tourism and Investment (ITI; Department) ensuring they are consistent with the larger policy framework that shapes and directs the communications environment of the Government of the Northwest Territories (GNWT) and departmental policies and guidelines. The position provides communications advice on the Department's communications initiatives, and represents the Departments in any interdepartmental or government-wide communications initiatives.

## **SCOPE**

Located in Yellowknife and reporting to the Assistant Director, Strategic Communications (Assistant Director), the Senior Communications Officer (Senior Officer) is an integral part of the Policy Planning Communications and Analysis Division (PPCA; Division).

The Department of Industry Tourism and Investment (ITI; Department) is responsible for territory-wide government programs and services for economic development and diversification, supporting sector growth, entrepreneurship and economic resiliency. In supporting these activities this position will be responsible for developing communications plans and supporting documents, implementing communications activities, writing speeches, supporting departmental responses to media and other inquiries and preparing communications materials for use by the department including the Deputy Minister and Minister, as well as the Premier when requested.

The Senior Communications Officer is responsible for ensuring that the agenda, strategic objectives, and activities of ITI as well as GNWT are communicated effectively across the government and to the public. The position provides communications support to regions, directorates, and the executive management team to ensures that internal and external



stakeholders are informed and understand the Department's mandate and that those stakeholders are generally supportive of this direction and have access to information about departmental activities; departmental staff are provided with the tools and assistance necessary to ensure communications planning is carried out strategically; and ITI's key messages are consistent with GNWT direction.

The Senior Communications Officer takes a proactive approach to departmental communications and support developing solutions, both independently and in collaboration with other departments. The position also ensures that the Department's digital and print material meet all departmental and GNWT standards, policies and guidelines, including the GNWT Visual Identity Programs and Official Languages Policy.

This position provides advice and services to a great number of people with senior level authority who frequently have conflicting interests, perspectives and demands. The incumbent must be sensitive to interpersonal and political situations.

There will be occasional multi-day periods of travel, and periods of work outside of regular office hours under very tight timelines. The incumbent may be required to respond to situations of a traumatic or sensitive nature.

## **RESPONSIBILITIES**

### **1. Provides expert strategic communications advice and support.**

- Develops, analyzes, implements, and advises on various communications strategies, systems, approaches and activities to advance and promote the overall mandate, vision, mission, goals and objectives of the Department.
- Recommends and advises the Departments on communications initiatives anticipated and required to meet the information needs of the Department's key stakeholders.
- Recommends strategic communications approaches designed to complement and enhance the department's policy and legislative initiatives.
- Recommends ways to address communications opportunities and issues arising through and anticipated from changes in local and global economic trends.
- Provides advice on matters related to public relations and recommends the appropriate means for conveying messages to the public, such as press releases, public awareness campaigns, public service announcements and any other relevant interest statements.
- Evaluates the effectiveness of communications strategies, systems, approaches, and activities, and recommends alternatives or revisions to ineffective communications strategies, systems, approaches, and activities.
- Manages a system of information sharing within the Department including supporting Deputy Minister all staff meetings and town halls.



**2. Develops, produces, and publishes timely accurate communications materials.**

- Manages the preparation of speaking notes, draft press releases, Minister's Statements, speeches, and other materials necessary to support the business of the Department as conducted by the Minister inside and outside the Legislative Assembly.
- Manages the development of communications and information products to advance the Mandate of the department, including program promotions, engagements and reporting in a manner that is consistent with the goals and objectives of the Department.
- Manages the Department's websites and publications.
- Manages the development of departmental communications products or activities identified in interdepartmental communication initiatives.
- Coordinates training of departmental staff on how to effectively utilize corporate services towards successful communications products and activities.

**3. Coordinates the Departments' media relations planning.**

- Coordinates the development of press releases, press conferences and media kits, including background, visual and technical materials.
- Coordinates the response to enquiries by the media on behalf of the Department.
- Establishes and maintains liaison with the members of the media to ensure accurate, timely, effective, credible and consistent coverage and flow of information.
- Develops and manages media relations strategies to effectively convey to the public the rationale associated with departmental programming decisions.
- Recommends strategies and messaging tactics to manage controversial or negative media coverage of the Department.
- Analyzes information to determine stakeholder and public communication needs and conveys information as appropriate.
- Provides advice and recommendations for improving public communications.
- Coordinates the provision of media training workshops and information sessions to the senior management team and subject matter experts as required.

**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 of communications, public and media relations theories and best practices, including issues management and strategic communications planning.
- Knowledge of and/or the ability to acquire and apply knowledge of the Northwest Territories (NWT) governance structures, population, and history including land, resource, and self-government agreements and how they relate to the political social, and economic environment of the NWT.
- Knowledge of or ability to obtain knowledge of departmental and GNWT communications priorities and goals, as well as applicable policies and procedures governing the management of government communications programming, including the GNWT Official Languages Policy.
- Knowledge of print, design, audio-visual and multi-media production techniques, including internet-related technologies, web development programs, desktop publishing (including graphics), and electronic mail and communication programs.
- Ability to work effectively in a cross-cultural environment.
- Skilled in the use of computers and related software such as spreadsheets, word processors and electronic communications
- Skills in diplomacy, discretion, tact, and restraint.
- Research skills, analytical thinking, problem solving and planning skills.
- Communications skills, both verbal and written.
- Project management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams within time and resource constraints while monitoring progress and evaluating results.
- Organizational and time management skills including the ability to work independently under pressure and manage projects within tight timeframes and with strict deadlines.
- Ability to lead or coordinate teamwork as well as the ability to work in a team environment and with multiple teams at once.
- Ability to analyze, interpret and critically assess information quickly and succinctly including departmental and interdepartmental proposals, legislation, policies and initiatives, and programs.
- Ability to stay motivated and self-confident with interpersonal skills.
- Ability to quickly adapt to changing priorities, receiving instruction and implementing decisions.
- 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 bachelor's degree in communications, journalism, or public relations and two (2) years 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