



IDENTIFICATION

Department		Position Title	
Business Development & Investment Corporation		Manager, Public Affairs, Marketing and Business Services	
Position Number	Community	Division/Region	
89-12736	Yellowknife	Business Services/Communications	

PURPOSE OF THE POSITION

The Manager, Public Affairs, Marketing and Business Services is responsible for leadership and oversight of all internal and external communications, marketing and public affairs and policies, initiatives and activities for the Northwest Territories Business Development and Investment Corporation (BDIC). These include the development of business services programs, marketing and communications strategy and operations of the Business Services Centre. This position is responsible for all communication policies including Ministerial and Board relations, public affairs, website content oversight, marketing, visual identity and branding initiatives related to BDIC and all subsidiaries. The position is responsible for making sure the BDIC adheres to the Northwest Territories *Official Languages Act*.

This position is accountable for the efficient and effective operation of the BDIC's communication unit within the context of relevant legislation, policy, standards and overall BDIC strategic direction. The manager provides leadership to senior management and staff on communications with the overall goal of developing and delivering effective corporate communications for the BDIC as well as external stakeholders and the public. The manager is also responsible for providing expert communication and marketing advice to the subsidiary companies of the BDIC.

The incumbent ensures the decisions, directions and requirements of the Chief Executive Officer (CEO) are communicated throughout the BDIC. It also provides research, background material and support to the CEO.

The Manager, Public Affairs, Marketing and Business Services oversees and manages the processing of sensitive documents of a confidential nature dealing with proposed government initiatives and sensitive issues and must exercise extreme discretion in the execution of his or her duties.

This is an exempt position.

SCOPE

The Manager, Public Affairs, Marketing and Business Services is located in Yellowknife and reports directly to the Chief Executive Officer who relies on the incumbent's breadth of public relations and business services expertise to provide expert strategic and comprehensive research and analysis, business advisory and best practice services to support a wide range of business support services. The Manager is the direct supervisor for two full-time employees and one intern and is responsible for assigning projects and managing work plans.

The BDIC is a Crown corporation of the Government of the NWT (GNWT) and provides a range of programs and services to help northern businesses succeed. The BDIC supports the economic objectives of the GNWT by encouraging the creation and development of businesses, providing financial assistance to businesses, and making investments in business enterprises. The BDIC promotes financial independence, assists communities in capturing investment development opportunities, and helps develop a diverse and viable northern economy. The BDIC's role in promoting and maintaining economic development and employment has both economic and social aspects.

The Manager, Public Affairs, Marketing and Business Services (Manager) is a critical role that maintains a broad understanding of the BDIC's operations, program development and delivery, legislative and policy framework, and political matters related to the BDIC at both territorial and national levels.

The incumbent supports the Business Services Centre, funded in part by the Canadian Northern Economic Development Agency.

The incumbent oversees the development and implementation of timely and politically sensitive corporate communications for the BDIC. This position requires extensive consultation and frequent communications with BDIC staff that may have conflicting interests and perspectives. The incumbent has latitude and freedom in developing strategies to meet these challenges. Communications developed have a significant impact on the internal and external relations of the BDIC, including those with stakeholders, political leadership and the public.

The Manager works within a legislative framework which includes the *Northwest Territories Business Development and Corporation Act*, *Business Corporations Act*, *Official Languages Act*, *Worker's Compensation Act*, when performing their duties to develop business services programs and operating the Business Services Centre.

The Manager is responsible for developing and implementing the BDIC's overall communications strategy and visual identity, including the design and production of publications and web content, ensuring that they are consistent with the BDIC's strategic directions. The incumbent researches and develops various BDIC reports and communication tools and must ensure that all written documentation conforms to the BDIC and Government formats, procedures and policies.

This position is required to develop innovative and creative marketing and business solutions for the BDIC's wholly owned subsidiary companies. The Manager, Public Affairs, Communications and Business Services will provide advice, training, and mentoring to engage and support the subsidiary companies with all their communication plans and strategies.

The incumbent also assists the CEO with activities related to the BDIC Board as needed.

This position requires duty travel approximately 2-3 trips annually varying from 1 to 3 days per trip or as may be required.

RESPONSIBILITIES

1. Provides expert advice to the Chief Executive Officer (CEO), senior management and program staff of the BDIC in all matters related to Public Affairs, Marketing and Communications associated with the Corporation and its seven subsidiaries

- Oversees and coordinates the preparation of Minister's speeches, interviews, speaking notes, public messages and statements delivered in the Legislative Assembly.
- Oversees and coordinates the preparation of all internal and external Board of Director communications, interviews, speaking notes, public messages and statements.
- Identifies and analyzes public relations opportunities and needs and provides expert advice on courses of action to the CEO and the BDIC's Senior Management Team.
- Manages the development, implementation and evaluation of marketing and communication strategies for BDIC and subsidiary priorities, initiatives, announcements, awareness and promotional campaigns and events to promote greater understanding of and support for the mandate, objectives and priorities of the Corporation.
- Oversees the development, review and release of various communications and marketing materials for print, radio, and social media channels using best practices and relevant communication standards, policies and guidelines to ensure resources have a consistent, professional appearance.
- Manages the solicitation of requests for proposals, tenders and the selection of contractors and development and management of contracts for the BDIC.
- Solicits stakeholder and public input on BDIC programs as required.

2. Provide leadership and expert level management of the BDIC's Business Services program to support NWT entrepreneurs

- Develops and manages business services to assist NWT businesses with emphasis on value added services in NWT communities.
- Oversees and coordinates the development and delivery of expert level business and educational services to NWT entrepreneurs.
- Oversees the establishment and maintenance of strategic partnerships to support businesses in the NWT.
- Manages training opportunities and events to build business capacity of NWT entrepreneurs, stakeholders and residents interested in starting or expanding their business.

- Oversees the development of strategic and comprehensive ongoing business research and analysis to; identify gaps in client support services, gather client feedback and identify program opportunities to support NWT businesses.
 - Meets with members of the public to provide information about the BDIC's programs as well as guidance on starting a business in the NWT.
 - Makes presentations to clients and stakeholders on the BDIC's programs and services.
- 3. Leads the development of all marketing, communication and policy strategies and oversees implementation to ensure that they are consistent with the BDIC's strategic direction.**
- Reviews all outgoing media communications, including writing and distributing news releases and other public information materials for the BDIC, to ensure that they are consistent with the BDIC's strategic direction and communications strategy.
 - Liaises with communications staff from other departments to coordinate the BDIC's media and public relations activities.
 - Monitors Hansard and the media for reports on topics of interest to the BDIC.
 - Manages the BDIC's central communications channels including the BDIC's main phone lines, general emails, social media channels and websites.
- 4. Leads the development and implementation of the BDIC media relations and provides expert advice.**
- Lead the development of standards for media relations.
 - Monitors and analyzes territorial and national media to track trends in public opinion in the areas of providing financial and business supports to the businesses.
 - Develops and maintains a network of media contacts throughout the NWT.
 - Leads and participates in the development and implementation of communications and media relations for BDIC and its seven subsidiaries.
 - Provides support for communications related to emergent economic and business situations impacting the BDIC and its clients and stakeholders.
 - Provides expert advice in drafting and editing communications materials for media.
 - Provides media plans for the Minister, CEO and Board Chair including television, radio and print interviews and prepares background information for key media messages as required.
- 5. Leads the development and implementation of BDIC business information, training materials, marketing and promotional activities.**
- Leads the development of standards for all business and program information, training materials and, marketing and promotional activities in accordance with the BDIC's communications strategy.
 - Provides expert advice and assistance with the production and/or provision of materials (print, audio-visual, social media, etc.) and business/stakeholder event planning.
 - Oversees the development and review of website content for the BDIC and its subsidiaries.
 - Manages the production of all BDIC internal and external communication and training materials.

6. Manages the operations of the Business Services Centre in accordance with the standards established by the BDIC and its partners

- Oversees researches and development of Business Services website content.
- Manages the design, development and printing of informational products.
- Develops and maintains a consistent, current, and cohesive line of integrated information products for the NWT by researching and writing text for electronic and print information products.
- Oversees the monitoring of the Business Services website content, user traffic, and trends in business support programming available in the NWT to determine when content requires updating.
- Supervises the NWT-specific content created by the Communications Coordinator to be posted online.
- Leads the development and coordinated implementation of new technology and changes to the network as required.
- Maintains a high-quality level of customer service in the Business Service Centre.
- Maintains quality control of the toll-free phone line, email and Business Service Centre to ensure clients in the NWT are receiving accurate timely information.
- Generates and compiles Business Services Centre reports and statistics.

7. Develops the BDIC's communications strategy and visual identity and continuously improve the quality of communication products to improve awareness of the BDIC's programs and mandate and enhance the BDIC's public image.

- Develops, implements and monitors corporate communication standards, policies and guidelines for the BDIC.
- Supports the development of and compliance with specific communications protocols where necessary (for example, with the Minister's office or with the media).
- Undertakes the development and design of key visual identity items such as logos, report designs, websites and other related documents for the BDIC, its programs, initiatives, announcements, awareness campaigns and events in order to promote greater understanding of (and support for) the mandate, objectives and priorities of the BDIC.
- Identifies gaps in the BDIC's suite of communications products or areas where existing products may be improved and makes recommendations to the CEO.
- Assists in preparation of conference and meeting presentations by the CEO and Management.
- Researches the effectiveness of the BDIC's web communications, including monitoring key users and visitors to the BDIC's and Subsidiaries' website, and makes recommendations for improvement.
- Develops and maintains the BDIC website.
- Oversees the designs and production of publications for the BDIC, such as brochures and newsletters regarding business and economic development in the NWT, as a resource for the BDIC's clients, partners, and members of the public.
- Supervises documents in-house or coordinates production by preparing printing specifications, preparing and managing contracts related to communication products, and proofing final communication products.

- Supervises the Communications Coordinator to make sure the BDIC is adhering to Official Languages legislation.
8. Oversees and provides guidance to the Policy Officer in the development and implementation of new programs, developing program policies and procedures and updating existing policy and procedures as and when needed.
 9. Oversees and provides guidance to the Administration Officer on administration support to the BDIC Board.
 10. In collaboration with the Comptroller, provides cross functional oversight to the Contracts and Information Analyst with respect to BDIC territorial and national economic and business data research and trend analysis for ongoing policy and program development, contracting and ATIPP activities.
 11. Coordinates the timely delivery of the BDIC's Annual Report, Corporate Plan and other reporting requirements to stakeholders.
 12. Coordinates the development of BDIC's Strategic Plans, 5-year Program Review under the Act and 5-year Mandate Review under the Planning and Accountability Framework.

WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

This position operates in an environment with political sensitivities and competing priorities. The incumbent may occasionally be required to travel.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of BDIC's goals, objectives, and the NWT political and social environment in which the Corporation's programs and services are offered.
- Demonstrated knowledge of marketing, communications, public affairs and media relations theories and practices, including issues management and strategic communications.
- Exceptional written and verbal communication skills, including plain language use necessary for the development, editing and proofreading of public information.

- Proven ability to analyze issues and suggest and influence appropriate means of action related to marketing and communications planning and execution.
- Proven ability to develop and express ideas, concepts, judgments and recommendations to a variety of business audiences in clear and concise ways, using appropriate verbal, written and graphic means.
- Proven ability to research, analyze and interpret legislation, policies and procedures.
- Knowledge of the authorities and functioning of a government-appointed Board of Directors.
- Knowledge of MS Office software applications, (i.e. Word, Excel, PowerPoint, Outlook etc.).
- Comprehensive knowledge of web applications, graphic and electronic design principles.
- Knowledge of Board Management level business and business principles, (i.e. Marketing, Finance, Labour and Public Relations etc.).
- Proven ability to effectively manage time constraints, deadlines and multiple competing priorities.
- Ability to lead teams and to build and sustain relationships with stakeholders.
- Ability to supervise, train, and mentor subordinate staff effectively.
- Political sensitivity, self-confidence, tact and diplomacy are critical in contacts with stakeholders and politicians.

Typically, the above qualifications would be attained by:

The knowledge, skills and abilities required for the position would normally be obtained through completion of a Master's level degree (Business Administration, Public Administration, Communications) and five years of progressive management experience or a Bachelor's degree and seven years' experience in the field of business services, research and communications.

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