



## IDENTIFICATION

Department	Position Title	
Housing Northwest Territories	Communications Advisor	
Position Number	Community	Division/Region
93-11518	Yellowknife	Communications/HQ

## PURPOSE OF THE POSITION

The Communications Advisor is primarily responsible for the corporate communications strategy, specific communications plans, and public affairs development. The development and implementation of the annual communications strategy includes the coordination of Housing NWT's annual report, the implementation of the Corporation's Official Languages Plan, managing Access to Information and Privacy issues, managing the content of the Corporation's website, and coordinating compliance with the Government of the Northwest Territories Official Languages Policy.

## SCOPE

Located in Yellowknife and reporting to the Manager, Communications, the Communications Advisor has primary responsibility for establishing and maintaining communications with Housing NWT's various stakeholders to ensure understanding of its mandate and ongoing issues. This includes responsibility for the accuracy of data and content of Housing NWT's website and social media accounts. The incumbent has ongoing communications with internal staff, Local Housing Organizations, Government of the Northwest Territories (GNWT) representatives, stakeholders, corporate clients and the Media. Poor relationships with the above may create negative publicity in both the stakeholder and political arena.

The Communications Advisor provides communications planning and media relations support and advice required by Senior Management to make decisions, which ultimately impact Housing NWT's clients and stakeholders. The Communications Advisor is also responsible for ensuring that all information released to the public, the Legislative Assembly and stakeholders is accurate, reliable, and presented in a professional and consistent format which reinforces Housing NWT's legislative accountability and desired public image.

The incumbent regularly represents Housing NWT on a variety of Interdepartmental Committee's, Working Groups and task teams. The incumbent holds a regular seat on the GNWT Communications Working Group and is responsible for representing Corporation interests as well as contributing to GNWT wide objectives.

## **RESPONSIBILITIES**

- 1. Develop and update as needed, Housing NWT's communications strategy which includes media relations, visual identity, marketing and promotion of Housing NWT programs and services, social media management, and website content.**
  - Coordinate consultation and feedback from divisions and districts on the development of the strategic communications plan.
  - Work in conjunction with the GNWT interdepartmental communications community to ensure that Housing NWT communications policy and guidelines are consistent with GNWT approaches.
  - Analyze pertinent documents such as research reports, studies, GNWT Mandate, Legislative Assembly proceedings, and correspondence.
  - Liaise with communication sections of other governments including federal, municipal and Indigenous to ensure that communications regarding partnership activities are effectively managed.
- 2. Implement Housing NWT's communications strategy including issue and initiative specific communications plans.**
  - Provide corporate support, media and public relations to ensure messages are clear and consistent with GNWT and corporate goals and objectives.
  - Liaise with Cabinet Communications and Corporate Communications divisions coordinate strategic and operational communications activities.
  - Develop corporate communications protocols to provide guidance for Housing NWT staff in interactions with media, the general public and stakeholders.
  - Utilize an array of communications tools to convey corporate messaging including the corporate website, social media, newspaper advertisements, posters, newsletters, community events, radio and television.
  - Ensure that public communications adheres to appropriate statutes including the *Official Languages Act* and the *Access to Information and Protection of Privacy Act*.
  - Evaluate the effectiveness of communications initiatives.
  - Monitor news outlets and social media to obtain context on housing issues at the local, territorial, national and international level.
- 3. Develop communications messaging for policy and decisions instruments that support corporate direction.**
  - Assist in the development of policy and decision instruments including briefing notes, decision papers, and option and discussion papers to support corporate direction by providing appropriate key messages.
  - Monitor political, social, economic and demographic developments affecting housing in the Northwest Territories.

- Review, evaluate and amend existing communications policies and guidelines.
- Analyze pertinent documents such as research reports, studies, GNWT Mandate, Legislative Assembly proceedings, and correspondence.

**4. Support activities of the Minister Responsible for Housing NWT through the development of strategic messaging.**

- Assist in the development of Legislative Assembly statements including Minister's Statements, Opening Remarks for Main Estimates, and Returns to Oral and Written Questions.
- Assist in the development of speaking points for public appearances, Ministerial tours, community visits, and federal-provincial-territorial meetings

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual demands.

### **Environmental Conditions**

No unusual conditions.

### **Sensory Demands**

No unusual demands.

### **Mental Demands**

Some travel may be required.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of public relations, strategic communications/web planning and research techniques and processes.
- Knowledge of communications/web media and audiences in the NWT.
- Knowledge of and/or the ability to acquire knowledge of the political and social environment in which department programs and services are delivered.
- Knowledge of and/or the ability to acquire and apply knowledge of northern institutions, government systems and administration, and ability to interact with all levels of government, including indigenous, federal, and municipal.
- Skills relating to internet-related technologies, web development programs, industry standards and with a variety of PC-based software.
- Skills relating to computer software applications using software such as Microsoft Word, Microsoft Excel, PowerPoint and Microsoft Outlook.
- Ability to review departmental communications and link them effectively to the priorities stated by the GNWT or the department.
- Ability to motivate and train others that may be a part of project team.

- Ability to provide recommendations, expertise and web communications messages effectively in writing or verbally to various audiences on web communications matters.
- Analytical skills and the ability to analyze critically and suggest an appropriate means of action, sometimes in a short time frame
- Organizational, project management, writing and editorial skills.
- 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 journalism, communications or public relations and two (2) years of directly related communication 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