

Located in Yellowknife, the Internal Communications Officer reports to the Chief Governance Officer/ Senior Advisor. The position provides support and assistance to all divisions of the WSCC in such areas as graphic design, internal communications messaging, project coordination, proofreading, and event planning. The position works with the Chief Governance Officer, to plan, develop, implement, and evaluate internal communications plans, approaches, strategies, and materials. Final approval for communications and marketing materials, publications, plans and spending rests the Chief Governance Officer/Senior Advisor.

The duties of the position are carried out in accordance with the WSCC guidelines, and business processes.

RESPONSIBILITIES

1. Develop and Administer the Internal Communication Strategy.

- Support the implementation of internal communications plans that reinforce the company's mission, values, and strategic objectives.
- Ensure consistency of tone, branding, and messaging across all internal communications.
- Help measure the effectiveness of internal campaigns and employee engagement initiatives.
- Promote awareness of organization events, programs, and policies.
- Support internal campaigns related to culture, diversity and inclusion, well-being, and organizational change.
- Help manage town halls, staff meetings, and other internal events (both virtual and in-person).

2. Content Development & Delivery

- Create, edit, and distribute engaging content across various internal platforms (e.g., intranet, email newsletters, digital signage, and internal social media).
- Draft internal messages, talking points, and presentations for leadership communications.
- Develop, design, update, and edit internal communications materials.
- Maintain and improve internal communication channels (e.g., intranet, email systems, employee apps).
- Evaluate and recommend new tools and technologies to enhance communication effectiveness.

3. Development and content management of the WSCC's internal communications portal.

- Monitor, update, administer, and maintain the employee portal.
- Pro-actively monitor links and user functionality to ensure consistency.
- Write, add, remove, and edit portal content as necessary, introducing new style guidelines as appropriate.

- Recommend links and content to maximize effectiveness of the portal as an essential internal communication tool.
- As required and directed, create/develop and implement launch of new employee portal, including landing page, content pages, links, etc.
- Collect employee feedback and insights to identify communication gaps or opportunities.
- Provide reporting and analytics on communication reach and engagement

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

- Knowledge of public relations, marketing, strategic communications planning and research techniques.
- Communications and marketing skills, including very strong written and verbal communication abilities.
- Attention to detail when editing and proofreading, analyzing information and drafting internal communications materials is essential.
- Interpersonal and teamwork skills.
- Sound judgement and tact when dealing with sensitive issues and the ability to communicate effectively with internal stakeholders.
- Proficiency with computer applications, including Word, Excel, PowerPoint, and Outlook.
- Ability to maintain an intranet/portal using content management systems such as SharePoint.
- Ability to create basic communication tools using desktop publishing software, such as Adobe Photoshop, Illustrator and InDesign
- Ability to work in cross-cultural environments, including skills in diplomacy when working with or liaising with colleagues and internal stakeholders.
- Ability to work in a fast-paced environment that requires multi-tasking, changing priorities and strong organizational skills.
- Ability to manage internal projects with business units
- Interpersonal skills and ability to build relationship.

- Ability to work under pressure and manage projects within tight timeframes and with strict deadlines which often requires prioritizing workloads and shifting priorities.
- 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, marketing or public relations or a related area, with three (3) years of directly related experience in a related field.

Equivalent combinations of education and experience will be considered.

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