



## IDENTIFICATION

Department	Position Title	
Environment and Climate Change	Manager, Public Affairs and Communications	
Position Number	Community	Division/Region
23-11606	Yellowknife	Policy, Legislation, Evaluation and Communications/HQ

## PURPOSE OF THE POSITION

The Manager, Public Affairs and Communications is responsible for the management and oversight in the development, coordination and implementation of the Department's public relations and communications strategies and plans, and the provision of specialist advice and expertise related to media relations, promotion of the Department's objectives, the production of digital, print, multi-media, audio-visual, and promotional materials to support the Department's communications initiatives. The position is also responsible for ensuring that official language requirements are met. Responsibilities are carried out within the context of Government of the Northwest Territories' (GNWT) legislation, regulations and policies and the political, social, environmental, and economic context of the NWT in a manner that directly affects the achievement of the mandate and priorities of the Department.

## SCOPE

The Department of Environment and Climate Change (ECC) is mandated to promote and support the sustainable use and development of natural resources and to protect, conserve and enhance the NWT environment for the social and economic benefit of all NWT residents. To achieve this mandate, ECC promotes sustainable development of renewable resources in a diverse environment, and the sustainable use and conscientious protection of NWT land, air, water, wildlife, forests and natural resources, as they are integral to the economic, cultural and social fabric of life in the NWT. ECC is committed to ensuring an inheritance of a healthy environment for future generations and works to balance traditional lifestyles with a modern economy.

Department programs and services are highly visible and directly affect lives of Northwest Territories (NWT) residents. Clear communication of the Department's role and function, both internally to employees and externally to stakeholders, the public at large and other



Government of the Northwest Territories (GNWT) departments, is essential to ensure: appropriate and timely information is provided to the public; clients are aware of available programs and services and how to access them; stakeholders are aware of Departmental initiatives and how they may be affected; and, staff are informed of Departmental direction.

This position is based in Yellowknife and reports to the Director, Policy, Legislation, Evaluation and Communications. The Manager, Public Affairs and Communications is responsible for the development and implementation of all departmental communications strategies, plans, products and services in a manner that meets the objectives and priorities of the Department and supports and provides advice to senior management, departmental staff, and other GNWT departments.

The Manager leads the Department's media relations and communications planning development, providing strategic advice to senior management and departmental staff. The incumbent provides leadership in the development and implementation of the department's social media campaigns and activities and leads the creative development and delivery of promotional strategies and products to increase awareness of departmental programs and services. The Manager ensures the development and delivery of departmental information and reporting documents and is responsible for ensuring their compliance with the GNWT's Visual Identity Program and the *Official Languages Act*.

The Manager, Public Affairs and Communications is responsible for the management of the financial and human resources within the Public Affairs and Communications Unit including the supervision of four (4) direct report positions.

## **RESPONSIBILITIES**

### **1. Provides strategic communications advice.**

- Advises senior management on various communications strategies, approaches and activities to advance and promote the overall mandate, vision, mission, goals and objectives of the Department.
- Recommends and advises Senior Management on public affairs strategies, stakeholder engagement initiatives, and communications support for legislative, policy and program objectives. Ensures messaging is consistent with the Department's mandate and focused for targeted audiences.
- Recommends strategic communications approaches designed to complement and enhance the Department's policy, legislative and program initiatives.
- Leads and participates in interdepartmental and intergovernmental communications working groups established to advance projects or initiatives in which the Department has an interest or a role to play.



- Reviews briefing notes to ensure speaking notes and key messages align with departmental communications strategies and plans and will sufficiently meet target audience needs and interests.
- Builds collaborative relationships with key stakeholders to support departmental communication plans and strategies and to facilitate successful policy development and program delivery.

**2. Manages the development, implementation, and evaluation of communications plans and strategies for the Department.**

- Directs research and intradepartmental collaboration to identify internal and external communications needs.
- Proactively monitors the internal and external environment to advise and make changes related to issues and trends that may influence or affect the way communications strategies and plans are prioritized, designed, or implemented.
- Manages the development of communications strategies, communications plans, engagement plans, message event plans, communications implementation plans, and tactical plans that include measurable communications objectives to support the delivery of policies, programs and services as well as appropriate and cost-effective approaches and channels to ensure messages reach target audiences.
- Ensures departmental plans are developed pursuant to established communications planning processes and procedures.
- Ensures messaging is consistent with the mandate of the Department, is aligned with GNWT strategy where appropriate and focused for targeted audiences.
- Ensures evaluation and tracking methods are embedded into communications plans and strategies to support continuous improvement.
- Monitors, evaluates and reports on the effectiveness and impacts of communications plans, strategies and initiatives and recommends areas for improvement as required.

**3. Manages the development and implementation of public affairs, media relations and issues management.**

- Manages daily media inquiries and coordinates responses in collaboration with other GNWT departments.
- Provides expert advice on matters related to operational public affairs, media relations and issues management, and recommends appropriate means for conveying messages to the public and target audiences.
- Recommends and implements strategies for managing controversial or high-risk media coverage.
- Acts as Communications Unit Leader on Incident Management Teams when required, including coordinating the implementation of the Emergency Communications Protocol.



- Provides support for communications related to emergency situations, such as floods, wildfires, and wildlife encounters and liaises with federal, municipal, and other GNWT and emergency communications officials as required
  - Develops and maintains a network of media contacts for use in proactive Department public affairs.
  - Coordinates and delivers media training for departmental spokespersons.
  - Works with GNWT central communications for the release of information to the media and for the development of plans and materials in support of political communications.
  - Manages and oversees the drafting and editing of news releases, collateral material messages, speaking notes, speeches, and key messages.
  - Ensures media relations and public affairs opportunities are considered along with other communications tactics as part of issues management and overall communications planning processes.
- 4. Manages the development, distribution and evaluation of departmental public and marketing information and educational and promotional materials and activities.**
- Oversee the development and distribution of departmental public information, education, and promotional materials.
  - Ensures all products are audience-appropriate, aligned with communications plans, and developed in accordance with GNWT policies, official language obligations, and visual identity standards.
  - Manages the Department's website and social media presence, including content review and compliance monitoring.
  - Support or coordinate special events, media engagements, and promotional campaigns.
  - Provides expert advice and support for producing communications materials across all formats and platforms.
- 5. Manages the Public Affairs and Communications Unit.**
- Leads and participates in staffing activity for the unit, including hiring staff and staff orientation.
  - Actively manages and supervises all direct reports including assigning work to staff, setting goals and objectives, assessing performance, and taking disciplinary action if required.
  - Ensures staff have access to necessary resources, supplies, equipment and information.
  - Informs staff about governmental, departmental and divisional initiatives and priorities and provides staff opportunities for feedback and advice in response.
  - Develops and implements annual work plans which establish short and long-term objectives for the unit.
  - Identifies training requirements and opportunities for staff.
  - Leads, coaches and mentors staff.



- Appropriately manages the direct budget of the unit and assists in divisional budget planning.
- Provides budget and spending information for monthly variance reporting.
- Carries out procurement activities for the unit, provides mentorship to staff carrying out procurement activities, and ensures compliance with procurement requirements.
- Acts for the Director, as and when required.

## **WORKING CONDITIONS**

### **Physical Demands**

No unusual demands.

### **Environmental Conditions**

No unusual demands.

### **Sensory Demands**

When acting as Communications Unit Leader during emergency response activities, the incumbent is expected to have a high level of concentration for extended periods of time.

High concentration and attention to detail is also required when editing, proofreading or drafting public information materials.

### **Mental Demands**

This position experiences considerable workload pressures during crises, emergency responses, and the sitting of the Legislative Assembly. When acting as the Communications Unit Leader on Incident Management Teams as part of emergency response, the incumbent will be exposed to greater than usual mental demands for extended periods of time.

Occasional travel may be required, including small communities, emergency response sites, and outside the NWT.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of departmental mandate, activities, organizational structure, and priorities.
- Knowledge of communications, public and media relations including issues management.
- Knowledge of content development across print, digital, audiovisual, and social media platforms. Understanding of public education, awareness, and training approaches. Knowledge of and respect for traditional and local knowledge and science.
- Proficiency in software for writing, editing, publishing, and online collaboration. Strong project management, leadership skills, problem-solving and critical thinking skills.
- Communications planning and implementation skills.



- Organizational skills and the ability to plan, work to deadlines, prioritize, respond effectively to frequently changing deadlines and manage a workload that includes multiple assignments with potentially conflicting and changing priorities.
- Interpersonal and communications skills, both written and verbal, including the ability to break down complex/technical issues and be strategic and diplomatic in communications approaches.
- Writing and verbal communication skills with the ability to tailor messages to diverse audiences.
- Ability to lead, coordinate, and manage teams to ensure completion of tasks within time and resource constraints while monitoring progress and evaluating results.
- Ability to assess implications of decisions for the organization and to effectively interpret and convey this information to senior decision-makers.
- Ability to exercise discretion and diplomacy in dealing with difficult issues and situations, divergent views and personalities, and sensitive information and materials.
- Ability to build and maintain positive professional relationships with colleagues and stakeholders.
- Ability to acquire knowledge of human resources principles, best practices and requirements.
- Familiarity with emergency response systems, particularly the Incident Command System (ICS) and ability to complete courses.
- 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:**

Completion of a bachelor's degree in journalism, public relations, communications, marketing, or a related field and five (5) years of progressively more responsible experience in communications or public affairs, including one (1) year of supervisory experience.

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