



IDENTIFICATION

Department	Position Title	
Northwest Territories Health and Social Services Authority	Communications Officer	
Position Number	Community	Division/Region
48-16906	Yellowknife	Territorial Operations/ Corporate & Support Services

PURPOSE OF THE POSITION

The Communications Officer is responsible for the development and coordination of public relations and communications strategies and plans and the provision of advice and expertise related to media relations, social media and print and electronic production. The Communications Officer supports NTHSSA internal and external communications and engagement activities including event planning, signage, social media, and traditional media campaigns and assists with press and media events and media relations.

SCOPE

The Northwest Territories Health and Social Services Authority (NTHSSA) is the single provider of all health and social services in the Northwest Territories (NWT), with the exception of Hay River and Tłıchʔ regions, covering 1.2 million square kilometers and serving approximately 43,000 people, including First Nations, Inuit, Metis, and non-aboriginals. Health and social services includes the full range of primary, secondary and tertiary health services and social services including family services, protection services, care placements, mental health, addictions, and developmental activities, delivered by more than 1,400 health and social services staff.

Under the direction of the Minister of Health and Social Services, the NTHSSA is established to move toward one integrated delivery system as part of the government's transformation strategy.

Located in Yellowknife and reporting to the Manager, Communications Operations, the Communications Officer provides communications advice and support for communication

planning and media relations to departmental Directors, Managers and Staff. The incumbent works closely with the NTHSSA communications team support the overall communications strategy within NTHSSA.

The incumbent helps develop innovative and creative solutions to communications challenges and opportunities and takes a proactive approach to communications both alone and in collaboration with colleagues. As well, the incumbent will provide communication advice and support to ensure messages are presented in an accurate, coordinated and effective manner.

The Communications Officer will work directly with managers and directors to meet communications needs of divisions within the authority. This position is involved in direct oversight or active participation in the production of communication and marketing materials, developing integrated communication and marketing plans, implementing campaign activities from concept to completion, liaising with local agencies as necessary, and evaluating campaign effectiveness.

The position contributes to NTHSSA's websites and digital media, with a core focus on internal communications activities, ensuring that all content is current and relevant.

The incumbent will produce a variety of brochures, posters, and digital graphics in-house, utilizing existing graphic design skills. The individual will also photograph events and develop in house video content for internal and public use. The incumbent will ensure all digital and print materials produced by the authority meet Government of the Northwest Territories (GNWT), and authority, policies and guidelines, as well as their respective Visual Identity Program (VIP) and GNWT's *Official Languages Act*, and will regularly work with the French Services Coordinator and translation services to ensure materials are translated.

This position may assist in supporting media management activities to progressively develop this skill set over time.

RESPONSIBILITIES

1. Provide communications planning, advice and support to managers, directors, and other members of the communications team.

- Participants in the analysis of emerging issues or potential crisis situations and in the development of communications responses to the situation.
- Monitors the effects of actions taken and recommending strategies required.
- Prepares speeches, statements, speaking notes and other public messages as required.
- Conducts research to collect, analyze and assess analytics from digital media sources in order to determine and recommend best course of action.
- Leads the development and implementation of a strong internal communication plan across all coordinating departments and agencies.

- Coordinates and collaborates with other GNWT departments to develop communications campaigns and materials to support programs and services that affect other departments.
- Provides communication support, media and public relations services which entail reviewing Secretariat print, electronic and broadcast communications to ensure messages are clear and consistent with GNWT and departmental goals and objectives.

2. Provide oversight or active participation in the production of communications and marketing materials.

- Develop integrated communication and marketing plans, implement campaign activities from concept to completion, and analyze/evaluate effectiveness of campaigns. Liaise with local agencies as necessary (marketing and communication agencies, newspapers, radio, magazines, media, etc).
- Design and develop graphic materials to support communication objectives and campaigns. Ensure final graphics and layouts are visually appealing and on-brand.
- Provide input into message, content, design and medium (e.g. brochures, advertising, exhibits, etc.).
- Provide design and communications advice to departmental staff in the preparation of communications products by third parties. Review public materials to ensure they conform to graphic standards and official language's requirements.
- Capture and process images as required.
- Shoot and edit basic video content.

3. Coordinate NTHSSA Events.

- Plan NTHSSA events, such as Health Centre grand openings, coordinating all aspects of the event planning process, including collaboration with subcontractors, venue identification, travel, printing and design of materials, and budget tracking.
- Collaborate with all other divisions / regions within the NTHSSA, with GNWT partners, and with local community groups as necessary.
- Travel to and attend events to ensuring event activities are executed smoothly, and photograph events as required.
- At the time of the event, coordinate interviews with the media and NTHSSA executives and staff.

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

- Effective writing skills, including in plain language.
- Editing and proofreading skills.
- Effective verbal skills.
- Ability to develop and express ideas, concepts, judgements and recommendations to a variety of audiences in a clear and concise way using appropriate verbal and written means.
- Ability to make key contacts and know when and where to share various levels of information to ensure efficiency and success.
- Ability to plan and complete concurrent projects within time and resource constraints while monitoring progress and evaluating results.
- Ability to build and sustain relationships with stakeholders.
- Political sensitivity, tact and diplomacy are critical in contacts with stakeholders and politicians.
- Knowledge in communications, marketing and public and media relations, including issues management.
- Knowledge of print, design, audio-visual, multi-media and social media production techniques.
- Knowledge of computer software including lay-out design, publishing, and analytics.
- Knowledge of planning, analysis and problem solving techniques.
- 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 or a related discipline, such as journalism or public/media relations, marketing or a similar equivalent, and one (1) year of experience in a communications role.

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:

☐ Required

☐ Preferred