



IDENTIFICATION

Department	Position Title	
Executive and Indigenous Affairs	Senior Media Relations and Cabinet Communications Officer	
Position Number	Community	Division/Region
11-13417	Yellowknife	Cabinet Communications/HQ

PURPOSE OF THE POSITION

The Senior Media Relations and Cabinet Communications Officer is responsible for managing the delivery of Cabinet Communications and media relations activities, providing communications expertise, leadership, and coordination in support of Executive Council priorities.

The position ensures effective planning, development and dissemination of public communications, supports response to emerging issues and media inquiries, and contributes to informed public understanding of government decisions, priorities, and initiatives.

SCOPE

The NWT is the homeland of diverse Indigenous peoples, cultures, languages and governments. It is home to 45,808 residents, including 20,035 Indigenous people, living across an extensive geographic area of 1.2 million square kilometers. Indigenous governments are fundamental partners in governance, decision-making, and the design and delivery of programs and services across the territory.

The Government of the Northwest Territories (GNWT) is committed to advancing reconciliation, strengthening government-to-government relationships, and implementing the United Nations Declaration on the Rights of Indigenous Peoples Act. These commitments reflect the GNWT's recognition of the history and ongoing impacts of colonization, residential schools, racism, and intergenerational trauma, and guide efforts to create culturally safe, inclusive, equitable, and trauma-informed public service.

The Senior Media Relations and Cabinet Communications Officer is located in Yellowknife and



reports to the Deputy Chief of Staff and Director of Communications.

The Cabinet Communications unit provides strategic and political communications support to Executive Council, Ministers' offices and departments/agencies. This includes media relations, issues management, proactive communications, digital and social media communications, public announcements, speeches, statements, events, and communications planning on files involving Executive Council.

The position plays a central role in coordinating and delivering Cabinet communications and media relations activities on behalf of Executive Council and works closely with Ministers' offices, Ministerial Press Secretaries, Corporate Communications, departments/agencies, Indigenous governments and organizations, media representatives, and other stakeholders. The incumbent is accountable for managing media relations processes, coordinating public communications activities, providing communications guidance to departments/agencies, and ensuring communications products and activities meet government standards, timelines and approval requirements.

The position is accountable for managing media relations processes, coordinating public communications activities, overseeing communications tracking and reporting systems, supporting communications planning, and providing guidance and communications procedures, approvals, timelines, and release requirements. The incumbent exercises independent judgement in identifying communication risks, managing competing priorities, responding to media inquiries, and determining when issues require escalation to the Assistant Director, Cabinet Communications and/or the Deputy Chief of Staff and Director of Communications.

As a public-facing representative of Cabinet Communications, the incumbent's interactions with media may directly influence public understanding of government priorities, decisions and initiatives. The quality, accuracy and timelines of information provided by the incumbent can affect public confidence, media relationships and the reputation of Ministers, Executive Council and the GNWT.

The position operates in a highly visible, fast-paced, and politically sensitive environment, where communications activities are subject to significant public, stakeholder and media scrutiny. The position does not directly supervise staff but provides operational guidance and direction to departmental communications managers and staff, Corporate Communications, Cabinet Communications colleagues, and other partners on communications processes, media relations procedures, approvals, timelines and public release requirements.



RESPONSIBILITIES

1. Manage Cabinet Communications projects, approvals and tracking.

- Track activity against assigned communications projects and processes, ensuring timelines, deliverables, hand-offs and approvals are monitored and completed as required.
- Manage version control, approvals tracking, timelines and hand-offs for communications materials and projects assigned to the position, escalating delays, conflicts or issues as required.
- Monitor communications projects to identify potential conflicts, deadline issues or coordination needs, and escalate issues and/or action for Ministerial Press Secretaries, the Assistant Director or the Deputy Chief of Staff and Director of Communications as appropriate.
- Lead the maintenance, evaluation and continuous improvement of Cabinet Communications templates, checklists, tracking tools, distribution lists and process documents to support consistent team workflows and day-to-day coordination.
- Lead the maintenance of organized and accessible Cabinet Communications records and files related to assigned projects, media requests, public releases, Directors' meetings, reporting, approvals and other communications activities, in accordance with GNWT records management practices.

2. Coordinate strategic communications activities and support communications planning.

- Provide advice and recommendations on communications approaches, messaging, stakeholder considerations, media relations activities, timing and implementation requirements to support effective public communication of government priorities.
- Identify communications risks, opportunities and emerging issues that may affect communications objectives, and recommend mitigation strategies or communications responses.
- Support the coordination of communications activities across departments/agencies to promote consistent messaging and alignment with Executive Council priorities.
- Contribute to the development and implementation of strategic communications plans for government priorities, announcements, initiatives, issues and events, in collaboration with Ministerial Press Secretaries, Cabinet Communications leadership and departments/agencies.

3. Manages all Cabinet media requests.

- Act as first point of contact for media requests, including receiving, logging, responding to and coordinating requests from journalists.
- Monitor and manage the Cabinet Communications shared media inbox, including presssecretary@gov.nt.ca, by receiving, triaging, logging and responding to media



requests, distributing approved materials, flagging urgent issues and ensuring follow-up is completed.

- Maintain the central media request tracker for all Ministerial media requests, ensuring requests, deadlines, assignments, responses, interview logistics, approvals and outcomes are accurately recorded and kept up to date.
- Lead the planning and coordination of media interviews with Ministers' offices, Ministerial Press Secretaries, departments/agencies and media.
- Act as an authorized spokesperson for Cabinet Communications on assigned matters by providing approved information to media, representing Cabinet Communications in interactions with journalists, and maintaining professional relationships with media representatives.
- Maintain up-to-date media contact lists and journalist distribution lists, including northern, regional and national media contacts, to support timely distribution of news releases, media advisories and other public communications.

4. Manage the release process for GNWT public communications.

- Lead the tracking and coordination of the public release process for GNWT news releases, media advisories, statements and other public communications, ensuring materials move through review stages and are released in the correct version with the required approvals.
- Coordinate French and Indigenous languages translation for all required public communications, including submitting requests, tracking timelines, managing version control and integrating translated materials into the release process.
- Review public communications to ensure they conform to GNWT standards.
- Publish approved public communications to the GNWT newsroom website in the correct format and in accordance with required approvals, translation requirements and release timing.
- Distribute approved news releases, media advisories, statements and other public communications to media and other distribution lists, ensuring the correct version is sent at the approved release time.
- Schedule or support the scheduling of approved Cabinet and Ministerial social media content to align with public releases and communications plans.
- Provide specialized advice and operational direction to departments/agencies on communications processes, approvals, media relations protocols, timelines and public release requirements.

5. Manage the coordination of Cabinet media relations, issues management, social media, monitoring and reporting.

- Manage media relations for assigned files, including responding to media requests, coordinating interviews, providing approved information to journalists, developing responses, and advising on media relations approaches under established protocols.



- Support news conferences, media scrums, technical briefings and other media events by leading the coordination of logistics, scheduling, media attendance, materials, distribution, follow-up and records, and by assisting with the preparation of approved media materials, messaging and background information.
- Draft, schedule and track approved Cabinet and Ministerial social media content, including routine posts linked to public releases, events, announcements and other communications activities, in collaboration with Ministerial Press Secretaries and senior staff.
- Monitor, assess and report on emerging issues, media coverage, stakeholder concerns to identify communications risk and opportunities and provide analysis and recommendations to Ministerial Press Secretaries, the Assistant Director, Cabinet Communications, and the Deputy Chief of Staff and Director of Communications, and support the development and implementation of communications responses.
- Monitor news and social media on a regular basis to identify relevant coverage, emerging issues, media requests, public commentary and opportunities related to Cabinet and Ministerial communications. Conduct additional monitoring for specific files, announcements, events or issues, as assigned.
- Track, analyze and report on media requests, coverage and Ministerial social media activity, including engagement, reach, recurring issues, notable trends, risks and opportunities.
- Prepare and distribute media coverage summaries, interview summaries and social media summaries as required for specific files, announcements, events, issues or reporting needs.
- Coordinate, obtain and file transcripts of media interviews where required, and review transcripts for completeness and accuracy before distribution or filing.

6. Manage weekly GNWT Directors' communications meetings.

- Lead coordination and administrative support for weekly GNWT Directors' communications meetings, including developing and organizing agendas, preparing materials, recording decisions and action items, maintaining tracking systems, following up on outstanding items and preparing the Directors' Meeting report for distribution to relevant stakeholders.
- Attend Directors' meetings to take detailed and accurate notes, capturing key discussion points, decisions and action items.
- Maintain Directors' meeting records and action items in the GNWT communications portal, ensuring meeting-related information is accurate, current and accessible to relevant users.
- Lead the preparation and distribution of the Directors' Meeting report, including summarizing key discussion points, decisions and action items, updating the communications portal, and distributing the final report to Deputy Ministers and other relevant stakeholders.



7. Lead the production of Cabinet communications materials.

- Research, write and edit communications products, including news releases, media advisories, statements, social media content, speaking materials, key messages and other communication products for Executive Council and Ministers.
- Provide first-pass editing, formatting and proofreading of communications materials prepared by departments or senior staff to ensure alignment with GNWT style, format and approval requirements, and to flag issues or questions for further review.
- Assist with editing, proofreading, formatting and coordination of speeches, statements, briefing materials and other communications products prepared by Ministerial Press Secretaries or senior staff.
- Provide formatting, layout and quality-control support for communications products, including news releases, reports, presentations, briefing materials, social media content and other public-facing or internal materials.
- Gather, compile and organize information from internal and external sources as required to support communications materials, media responses, reports and planning.
- Provide coordination and administrative support during emergency communications activities, as assigned, including tracking requests, supporting public release processes, scheduling approved content, maintaining records and assisting Ministerial Press Secretaries and senior staff with urgent communications tasks.
- Provide ongoing coordination and communications support to Ministerial Press Secretaries and provide backup support when required, and under the direction of the Assistant Director or the Deputy Chief of Staff and Director of Communications.

8. Advance the priorities of the GNWT by modeling public service excellence, fostering public trust, and committing to continuous self-reflection and whole-person development.



WORKING CONDITIONS

Physical Demands

No unusual demands.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

The incumbent is not required to travel frequently, although duty travel may be required on rare occasions.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of strategic communications planning, media relations, social media, public release processes, and communication approval workflows, and the ability to apply government standards, templates and procedures.
- Knowledge of communications processes and approval frameworks, including public releases, social media, and records management.
- Knowledge of northern, Indigenous and community contexts.
- Understanding of the historical and contemporary realities of Indigenous peoples and the impacts of colonization on government relationships and public trust.
- Media relations, stakeholder engagement and relationship-management skills.
- Proficiency with standard office and communications software, including spreadsheets, social media platforms, project tracking tools, reporting tools and other software used to support communications coordination.
- Writing, editing, and proofreading skills and plain-language communications skills.
- Analytical, research, organizational and project-management skills, including the ability to manage multiple priorities and deadlines.
- Ability to provide communications advice and guidance to Ministers' offices, departments/agencies and stakeholders on communications approaches, media relations activities and public communications requirements.
- Ability to identify and assess emerging issues, communications risks and opportunities, and recommend appropriate communications responses.
- Ability to work independently and maintain focus and accuracy while managing a high volume of work in an environment with changing priorities and tight deadlines.

- Ability to exercise sound judgment, discretion, and confidentiality when handling media requests, draft communications materials, approvals, internal discussions, and sensitive or time-sensitive information.
- Ability to analyze information, identify trends and implications, and prepare reports and recommendations to support decision-making.
- 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 Diploma in Communications, Journalism, Public Relations, Public Administration or Office Administration, and three (3) years of relevant 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