



## **IDENTIFICATION**

<b>Department</b>	<b>Position Title</b>	
Infrastructure	Manager, Public Affairs and Communications	
<b>Position Number</b>	<b>Community</b>	<b>Division/Region</b>
33-6608	Yellowknife	Policy, Planning 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 and for managing a positive image of the Department in all public communications.

## **SCOPE**

The Manager, Public Affairs and Communications, (Manager) is located in Yellowknife and reports to the Director, Policy, Planning and Communications. The Manager is the direct supervisor for two full-time employees and one intern, and is responsible for assigning projects and managing work plans.

The Department of Infrastructure is highly decentralized in the delivery of its programs and services and is responsible for territory-wide government programs such as the operation and maintenance of public buildings and transportation infrastructure and systems, project management, facilities planning, design and technical support services, environmental assessment and remediation, property management, procurement shared services, information technology, information management, disposal of surplus property and goods, motor vehicle and mechanical/electrical regulatory services and fleet management.

The Department is also responsible for programming aimed at increasing the use of domestic energy resources and reducing energy costs in the NWT (Northwest Territories), delivering renewable energy solutions, providing energy supply services to non-market communities, and leading efforts in energy conservation and efficiency.

On behalf of the GNWT (Government of the Northwest Territories), the Department of Infrastructure (INF) also carries the responsibility for strategic planning for the GNWT's long term investment in the development of public transportation and energy production and distribution systems for the NWT, as well as the continuity of marine transportation services for the provision of fuel and dry goods to northern destinations.

The programs and services of INF are highly visible and directly affect the lives of NWT residents. Clear communication of the Department's role and function, both internally to employees and externally to stakeholders and the public at large, 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. It is the responsibility of the incumbent to manage the development and implementation of appropriate communication strategies to meet these objectives.

The department often addresses controversial issues (e.g. capital project spending priorities and activities, condition of highway, marine, and airport infrastructure, licensing requirements, and energy alternatives) that are sometimes national or international in their effect or of high interest to NWT residents. The incumbent provides specialist knowledge and advice in communicating with a broad and diverse audience which includes territorial and national organizations and individuals, and understands the position is directly responsible for managing a positive image of the Department. The Manager also leads and administers public education programs and projects reflecting current Departmental policies and legislation, which are provided to a wide variety of stakeholders including other governments, non-governmental organizations, Aboriginal organizations and the general public. The incumbent must balance proactive communications planning with issues management.

The Manager must possess an in-depth understanding of the environment within which the GNWT's infrastructure program is carried out and demonstrate the ability to provide strategic communications direction and leadership that is reflective of departmental and GNWT goals, objectives and priorities. The incumbent is responsible for the development of communications and marketing products and services for use by Senior Management, the Minister, departmental staff in divisions and regions, and other government departments.

The Manager is responsible for ensuring that the Department's communications activities are carried out in a way that it meets official language requirements and obligations, and adhere to GNWT policies and procedures.

## **RESPONSIBILITIES**

### **1. Provide strategic communications advice.**

- Advise Senior Management on various communications strategies, approaches and activities to advance and promote the overall mandate, vision, mission, goals and objectives of the Department;
- Recommend and advise Senior Management on communications initiatives anticipated and required to meet the information needs of the Department's key clients and stakeholders;
- Recommend strategic communications approaches designed to complement and enhance the Department's policy, legislative and program initiatives;
- Participate 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;
- Build collaborative relationships with key stakeholders to support departmental communication plans and strategies and to facilitate successful policy development and program delivery; and
- Bring research, ideas, issues and observations together in order to bring clarity to others and facilitate sound decision-making related to departmental communications.

### **2. Manage the development and implementation of communications plans and strategies for the Department.**

- Direct research to identify internal and external communications needs;
- Proactively monitor the internal and external environment in order to advise and make changes related to issues and trends that may influence or affect the way communications strategies and plans are designed;
- Manage the development of communications plans and strategies that include measurable communications objectives to support the delivery of policy and program as well as appropriate and cost effective approaches and channels to ensure messages reach target audiences;
- Ensure that departmental plans are developed pursuant to established communications planning processes and procedures;
- Ensure messaging is consistent with the mandate of the Department, is aligned with GNWT strategy where appropriate and focused for targeted audiences;
- Embed evaluation and tracking into communications plans and strategies; and
- Monitor, evaluate and report on the effectiveness and impacts of communications plans, strategies and initiatives and recommend alternatives or revisions as required.

### **3. Manage development and implementation of operational public affairs, media relations and issues management.**

- Provide expert advice on matters related to operational public affairs and media relations and recommend appropriate means for conveying messages to the public;
- Manage departmental media enquiries and recommend strategies and messaging to manage controversial or negative media coverage of the department or its business
- Develop and maintain a network of media contacts;

- Provide support for communications related to emergency situations, such as highway and ferry closures, and liaise with federal communications officials as required for transportation related emergencies;
- Provide for after hour services, including social media, in order to respond to high profile and emergency situations, particularly those that cause disruption of services to residents and businesses;
- Participate as a member of issues management teams;
- Coordinate the provision of media training for departmental spokespersons;
- Work with Cabinet Communications for the release of information to the media and for the development of plans and materials in support of political communications;
- Manage and oversee the drafting and/or editing of news releases, collateral material, messages and speaking notes;
- Ensure media relations and public affairs opportunities are considered along with other communications tactics as part of the overall communications planning process.

**4. Manage the development and distribution of departmental public information, marketing and promotional materials and activities.**

- Provide advice on the development of public information, design of marketing initiatives and design and implementation of advertising and promotional activities in keeping with approved departmental communications plans and objectives;
- Ensure that departmental communications products are linked to communications objectives and approaches of established communications plans and are appropriate for the intended audience;
- Ensure departmental communications products are consistent with official GNWT priorities and positions and developed in accordance with established government policies and guidelines, including the Visual Identity Program (VIP) and Common User Experience Guidelines;
- Ensure all internal and external communications materials are developed within established guidelines and standards, and in the appropriate languages, working with outside contractors as required;
- Manage the corporate image including the visual standards for internal and external documents, corporate symbols and their applications, corporate reports, presentations, and speeches;
- Manage the Department's website and social media accounts including reviewing content and ensuring compliance with relevant policies and guidelines;
- Oversee the coordination of special events, trade show representation, trade mission and media relations activities; and
- Provide expert advice and assistance with the production and/or provision of communications products (print, audio-visual, social media, etc.) for internal and external audiences.

**5. Manage the Communications Unit and contribute to the achievement of departmental objectives.**

- Manage human resources functions including recruitment of staff, performance reviews, and discipline of staff reporting to the position.
- Participate in strategic planning processes leading to the establishment of appropriate and measurable goals and objectives;
- Effectively communicate expectations and performance objectives to staff, and monitor and/or evaluate performance at regular intervals;
- Develop staff capability through provision of ongoing advice, direction and support including provision of appropriate training or other development options;
- Ensure staff have access to necessary resources, supplies, equipment and information;
- Inform staff about governmental, departmental and divisional initiatives and priorities
- Assist in divisional budget planning and expenditure management;
- Prepare, manage and control the section budget by monitoring expenditures, preparing variance reports and taking corrective action as required;
- Develop and advertise Requests for Proposals and award and manage contracts as necessary to retain contractors to undertake communications work for the department;
- Manage the Department's Official Languages function and provide advice to Senior Management in planning and implementation of official languages communications services; and
- Provide support to division management activities as directed from time to time.

**WORKING CONDITIONS**

**Physical Demands**

No unusual demands.

**Environmental Conditions**

No unusual demands.

**Sensory Demands**

No unusual demands.

**Mental Demands**

This position is subject to high levels of mental demands on a cyclical basis (e.g. during Legislative Assembly Sessions) and during crisis or emergency situations.

The incumbent is required to provide on-call services to assist with media issues that may arise outside of normal working hours.

The incumbent may be required to travel to small and remote communities by plane in all seasons.

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of communications, public and media relations, including issues management.
- Knowledge of the Department's programs, policies, and procedures and the GNWT as a whole with an understanding of its clients, political, social, and cultural context.
- Knowledge of the scope of the Department's mandate and applicable legislation.
- Knowledge of social marketing print, design, audio-visual, and multi-media processes and techniques.
- Knowledge of computer software including word processing, desktop publishing, email and Internet applications.
- Knowledge of public education, information, awareness, and training theory and principles and ability to apply at a seasoned level.
- Knowledge of strategic planning, analysis, and problem solving techniques
- Knowledge of relevant GNWT policies, procedures and guidelines including the GNWT Communications Policy and directives, NWT Visual Identity Program, the *Official Languages Act*, NWT Emergency Plan and Consistent User Experience.
- Strategic and critical thinking skills as well as the ability to interpret and analyze situations so as to craft the appropriate messages and recommended approach.
- Written and verbal communications skills, including plain language with an ability to express ideas, concepts, and recommendations to a diverse audience in a manner that gains support and minimizes conflict.
- Management skills to lead, plan, organize, coordinate, and complete complex and concurrent projects independently or in teams with time and resource constraints while monitoring progress and evaluating results.
- Skills in emergency and crisis communication with an ability to communicate the Department's approach to these issues in a manner that will instill confidence in the Department and its Senior Managers and Minister.
- Ability to lead teams and to build and sustain relationships with stakeholders.
- Ability to supervise, train, and mentor subordinate staff effectively.
- Political sensitivity, self-confidence, tact and diplomacy are critical in contacts with stakeholders and politicians.

### **Typically, the above qualifications would be attained by:**

University degree with specialization in journalism, communications, public relations, or marketing, with a minimum five (5) years of experience in the communications field.

Three (3) year's management and direct supervisory experience is also required.

## **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:** To choose a language, click [here](#).

- Required
- Preferred