

1. IDENTIFICATION

Position No.	Job Title	Supervisor's Position	
17-NEW	Manager, Communications	17-1104 Director Policy	
Department	Division/Region	Community	Location
Family Services	Policy Planning	Iqaluit	HQ

2. PURPOSE

Main reason why the position exists, within what context and what the overall end result is.
<p>Reporting to the Director of Policy; the <i>Manager, Communications (Manager)</i> is tasked with the strategic leadership, management, and administration of the Department's Communications services, in keeping with its mandate. In so doing, the incumbent is ultimately accountable for managing the Department's messaging and profile/ image (through its communication materials) to both internal and external audiences. As such, the incumbent plays a critical role in ensuring that communication products and services are of high quality, align to legislated requirements, and developed/ delivered in a way that supports the Government of Nunavut's (GN) and Department's policies and priorities. The <i>Manager</i> is effectively the conduit for the Department's communications activities / products.</p> <p>The incumbent, through their activities, ensures that the Department adheres to the requirements outlined in legislation (e.g., <i>Inuit Language Protection Act, Official Languages Act</i>), policies, directives, standards, etc. with relevance to Government of Nunavut communications.</p>

3. SCOPE

Describe the impact the position has on the area in which it works, or if it impacts other departments, the government as a whole, or the public directly or indirectly. How does the position impact those groups/individuals, the organization and/or budgets? What is the magnitude of that impact?
<p>The <i>Manager</i>, in their role, oversees all communications activities for all divisions to ensure overall messaging is of the highest quality and are presented clearly, accurately, and appropriately. He/she provides strategic and needs-based communications planning, counsel and advice, including key messaging, issues / risk management, and media relations support to the offices of the <i>Minister; Deputy Minister; Assistant Deputy Minister</i>, Regional and divisional leads, and other department staff, as and when required.</p> <p>Further to this, the incumbent:</p> <ul style="list-style-type: none"> • Oversees the development, implementation, and evaluation the Department's communications strategy (for internal and external stakeholders), as well as stakeholder communication tools, protocols, plans, policies and guidelines to effectively manage the effectiveness of departmental communications; • Manages emerging issues and trends to ensure that the Department's messaging is effective, comprehensive, and responsive to stakeholder needs (e.g., using proactive and reactive tactics such as targeted stakeholder outreach, training, marketing, application of qualitative and quantitative research, etc.), and reaches its intended audience; and, • Reviews and vets departmental print, broadcast, and electronic communications to ensure key messages are consistent, accurate, and appropriate for intended audience(s). <p>It is through the <i>Manager</i> that the Department effectively establishes its profile and ensures its staff, stakeholders, and partners are appropriately informed of the Department's activities. Failure to provide the services delivered by the incumbent exposes the Department to risk in its messaging to its stakeholders,</p>

partners, clients, etc. Additionally, the incumbent ensures that the services and supports they provide reflect / are aligned with Inuit Qaujimajatuqangit (IQ) principles.

4. RESPONSIBILITIES

Describe major responsibilities and target accomplishments expected of the position. List the responsibilities that have the greatest impact on the organization first and describe them in a way that answers *why* the duties of the position are being performed. For a supervisory or management position, indicate the subordinate position(s) through which objectives are accomplished.

The *Manager, Communications* is responsible and accountable for:

- Providing strategic leadership, advice, media management / support, and oversight of all Department communications (i.e., serving as a departmental spokesperson (as required));
- Liaising with the *Minister; Deputy Minister; Assistant Deputy Ministers*; departmental staff, spokespersons, etc. as and when required on matters pertaining to effective communication;
- Developing annual strategic / critical path forward for the Division:
 - Overseeing the management of the budget assigned to the Division;
 - Developing annual budgetary estimates for the Division;
 - Developing the critical path (with supporting procedures) for the development of communication materials;
 - Ensuring that procedures are adhered to and that deadlines are met in accordance with current government priorities and the Department's strategic plans;
 - Ensuring a record of all communications is maintained;
 - Overseeing and contributing to the development of policies, procedures, guidelines, directives for the Division.
- Reviewing all departmental communications with a view identify, assess, and mitigate any inherent risks to the Department;
 - Ensuring the preparation of appropriate risk mitigation / management strategies to help the Department navigate through any potential fall-out.
- Overseeing the development departmental print, broadcast, and electronic communications to ensure that messaging is clear, appropriate, and consistent and that these outputs conform to GN policies and standards (e.g., visual identity standards, GN-approved writing standards);
- Reviewing briefing notes, ministerial statements, speeches, presentations, speaking notes, news releases, website and social media content, advertisements, promotional products, and any other public communications for consistency with the Department's and GN requirements;
- Managing approval of / responses to media inquiries by ensuring that: appropriate information is provided, appropriate Department spokesperson(s) are identified, departmental spokesperson(s) are prepared for interviews, and referrals to other sources of information are made;

- Overseeing the appropriate updating and monitoring of the Department's website and social media platforms;
- Overseeing the development, implementation, and evaluation of an overall communications strategy, as well as policies, protocols, guidelines, and procedures to ensure consistency with departmental policies, objectives, and approaches;
- Overseeing reviews of existing communications supports, approaches, services, activities, programs, etc. to identify needs and opportunities to improve the Division's operation;
 - Overseeing the engagement with the divisional staff, departmental staff, and other stakeholders to understand areas of needs as it relates to communications;
 - Overseeing research and analysis of communication approaches, procedures, and tools in other northern / bilingual / bicultural context and application thereof (as appropriate) to the Department's communication needs;
 - Reviewing / approving recommendations (based on the review and analysis of communications strategies, tools, procedures, etc.) to improve the effectiveness of departmental communications.
- Overseeing the development and the delivery of training for the Department's staff (as required) on effective communication strategies, approaches, plans, tools, and procedures;
- Participating as a member of GN Inter-Departmental Communications Committee (i.e., highlighting departmental communication needs, goals, priorities, and key messaging for reflection in broader GN communications);
- Overseeing, contributing to the development of, approving, of communications products for the Department:
 - Ensuring direct reports understand the Department's communication goals, needs, and challenges in order to effectively carry out the Division's work;
 - Ensuring that the Department's messaging and overall communications are effective and promote an integrated corporate approach;
 - Ensuring engagement with appropriate departmental staff and key informants in other departments (e.g., in coordinating joint communications materials) to facilitate the production of accurate material;
 - Ensuring that applicable privacy legislation (e.g., *Access to Information and Protection of Privacy Act*), policies, standards, and safeguards for dealing with sensitive / confidential information are adhered to.
- Overseeing the selection of suitable contractors as and when needed:
 - Guiding and overseeing the development of terms of references, work plans / contractors;
 - Monitoring and evaluating contractor deliverables to ensure fulfillment of the terms of the contract;
 - Approving contractor invoice payments, resolving any work-related issues, terminating contracts for unsatisfactory work (as appropriate).
- Managing direct reports by:
 - Performing general supervisory tasks and associated mentorship / on-the-job coaching support at regular intervals;
 - Reviewing staff work on a regular basis to ensure established outcomes are achieved;
 - As appropriate, utilizing employee retention, succession planning, and vacancy management practices;

- Conducting performance reviews to assess the extent to which mutually agreed upon objectives have been achieved;
 - Addressing employee performance issues and/or imposing progressive discipline as required;
 - Developing and implementing staff training plans;
 - Ensuring that staff duties and responsibilities are addressed particularly in situations where staff may be absent.
- Actively participating in committees (e.g., Senior Management Team, Project Management Boards, etc.) and representing the Division at meetings, seminars, workshops and conferences dealing with matters pertaining to communication;
 - Collaborating with other departmental and divisional units to build cross-functional team capacity;
- The position is considered a highly sensitive position and requires both a clean Criminal Record Check as well as Vulnerable Sector Check.
- Performing other duties as required.

5. KNOWLEDGE, SKILLS AND ABILITIES

Describe the level of knowledge, experience and abilities that are required for satisfactory job performance. *Knowledge* identifies the acquired information or concepts that relate to a specific discipline. *Skills* describe acquired measurable behaviours and may cover manual aspects required to do a job. *Abilities* describe natural talents or developed proficiencies required to do the job. **These requirements are in reference to the job, not the incumbent performing the job.**

The knowledge, skills, and abilities required to successfully fulfil the requirements of this position may come from—having a Bachelor’s degree in Communications, Journalism, Business or Public Administration or related field and 3 years of related experience in communications ideally in a northern/government.. Equivalencies will be considered.

In addition to this, the ideal candidate has the following knowledge, skills, and abilities:

- Supervisory experience is required.
- In-depth knowledge of public / media relations, strategic communications policy / planning, and marketing theory and current best practices/ trends;
- In-depth knowledge of and demonstrated experience applying communication principles and techniques (i.e., research, design, layout and production for print, broadcast and electronic media) to facilitate effective communication in a public administration environment / context;
- Ability to strategically and proactively plan and review internal and external communications to ensure the needs, objectives, and goals of the Department /GN, and the public are achieved;
- Experience working with and a demonstrated understanding of the importance and influence of legislation (e.g., *Official Languages Act*, *Inuit Language Protection Act*), policies, procedures, processes, directives, guidelines, etc. to strategic communications;
- Familiarity with the Department’s goals, values, priorities, objectives, etc.;
- Acute awareness of the critical importance of the communications division in a public sector organization;
- Knowledge of the political and social environment in which the Department’s programs and services are delivered, targeted audiences (i.e., bilingual / bicultural), and Nunavut communications media;

- Critical thinker with the ability to: (a) analyze and recommend appropriate communication strategies, policies, guidelines, directive, procedures, (b) assess and manage complex and sensitive issues / information, (c) effectively identify and manage risk situations;
- Excellent written, verbal, and listening communication skills are required (e.g., able to deliver in situations which call for creative writing, news release writing, speech writing, advertising) with the ability to convey messaging to audiences with varying levels of political and associated interest, language comprehension, knowledge and education on the topic in question;
- Skilled proof-reader and editor (e.g., to reflect plain language communications);
- Demonstrated project management skills and ability to prepare and manage a budget;
- Demonstrated leadership, team management and conflict resolution skills;
- Skilled in the preparation and delivery of training tools, materials and workshops targeted to a range of audiences;
- Ability to multi-task and work in a fast-paced environment;
- Ability to work under tight timelines and meet deadlines;
- Ability to work both independently and collaboratively, with initiative and sound judgement;
- Ability to participate in an informed and sensitive manner as a member of a cross-cultural team;
- Familiar with / capable of becoming familiar with the tools (e.g., computers), IT systems (i.e., records tracking systems, communication tools / software applications), and software (e.g., MS Office Suite, Adobe Suite, website content management systems, social media, etc.) required as part of this job.
- Fluency in more than one of Nunavut's official languages is an asset.

6. WORKING CONDITIONS

List the unavoidable, externally imposed conditions under which the work must be performed and which create hardship for the incumbent. Express frequency, duration and intensity of each occurrence in measurable time (e.g. every day, two or three times a week, 5 hours a day).

Physical Demands

Indicate the nature of physical demands and the frequency and duration of occurrences leading to physical fatigue or physical stress.

The incumbent has a heavy workload which involves multi-tasking and long, busy work hours. At times, overtime hours will be required to meet deadlines and urgent requests. Prolonged sitting and reading at a computer will be required in addition to the occasional lifting materials and equipment such as display panels, projectors, etc. These conditions may contribute to back and muscle strain and/or physical stress and fatigue.

Environmental Conditions

Indicate the nature of adverse environmental conditions to which the jobholder is exposed, and the frequency and duration of exposures. Include conditions that increase the risk of accident, ill health, or physical discomfort.

There are no significant adverse environmental conditions that exist in this position. Work is performed in a normal office environment. Background noise such as telephones may cause some distraction and may result in difficulty concentrating. Occasional travel may be required to southern jurisdictions and small communities in Nunavut. When on travel, the incumbent is likely to experience conditions which are not comparable to his / her home community.

Sensory Demands

Indicate the nature of demands on the jobholder's senses. These demands can be in the form of making judgements to discern something through touch, smell, sight, and/or hearing. It may include concentrated levels of attention to details though one or more of the incumbents' senses.

Prolonged and intense periods of concentration and attention to detail are required when drafting and editing / proof-reading communication materials and carrying-out concentrated listening, reading, comprehension, and analysis tasks. Much of the work performed by the incumbent on a daily basis is done on a computer (i.e., preparation of news releases, media advisories / backgrounders, speaking notes, public relations material, communications planning, event management, etc.). The demands of these tasks and working with multiple graphic and word-based computer applications may result in eye and hand strain.

Mental Demands

Indicate conditions within the job that may lead to mental or emotional fatigue that would increase the risk of such things as tension or anxiety.

The incumbent is required to provide timely and strategic advice and services to the *Minister; Deputy Minister; Assistant Deputy Minister*, and other senior managers in the Department in relation to varying interests, perspectives, and demands. Further, the work carried-out by the incumbent requires the ability to: cope with multiple interruptions, balance competing / changing priorities, ensure the quality and consistency of work completed by direct reports, meet tight timelines (e.g., for multiple deliverables), and manage intense pressures associated with high stake communication decisions made by the incumbent. These work conditions can contribute to stress and anxiety.

7. CERTIFICATION

_____ Employee Signature	_____ Supervisor Title
_____ Printed Name	_____ Supervisor Signature
_____ Date:	_____ Date
I certify that I have read and understand the responsibilities assigned to this position.	I certify that this job description is an accurate description of the responsibilities assigned to the position.
_____ Deputy Head Signature	
Date	
I approve the delegation of the responsibilities outlined herein within the context of the attached organizational structure.	

8. ORGANIZATION CHART

Please attach Organizational Chart indicating incumbent's position, peer positions, subordinate positions

(if any) and supervisor position.

“The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of this position”.