

1. IDENTIFICATION

Position No.	Job Title	Supervisor's Position	
17-12875	Communications Specialist	17-11704 Director Policy and Planning	
Department	Division/Region	Community	Location
Family Services	Policy and Planning/Headquarters	Iqaluit	Iqaluit
Fin Code:			

2. PURPOSE

Main reason why the position exists, within what context and what the overall end result is.

Reporting to the Director Policy and Planning, the Communications Specialist is accountable for developing and implementing a comprehensive communications and media relations strategy for the Department of Family Services. The Department of Family Services is working to communicate effectively with the public to ensure Nunavummiut are aware of the wide range of programs and services offered by Family Services, and know how and where to access supports and information. The Department must also work to provide services and supports in ways that are meaningful and reflective of Inuit culture. The effective implementation of a cohesive communications and media relations strategy will ensure that Family Services communicates effectively with the public and provides useful and strategic public information about initiatives and ongoing program administration.

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?

The Communications Specialist ensures the Department of Family Services sends cohesive and strategic messages to the public. The position will contribute to improving public awareness around the Department's activities in a proactive manner, and will disseminate information, which will ensure that all interested parties have the same information on how the Department is operating and dealing with strategic issues.

The Specialist will inform partners in the government and Nunavummiut of developments related to issues such as poverty reduction, child protection, income assistance and career development. The Specialist will provide strategic advice on public consultation methods and strategies which should ensure the effective and meaningful participation of Nunavummiut in the change process.

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.

Manages the development and implementation of internal and external communications services for the Department by:

- Coordinating the development of goals, objectives and priorities for public engagement and comprehensive community communication initiatives through the preparation of communications plans;
- Building and maintaining effective working, partnering and communications relationships within government with other governments, communities, non-governmental organizations and individuals;
- Participating in joint government and interagency working groups including the Nunavut Roundtable on Poverty Reduction and Nunavut Food Security Coalition;
- Developing and implementing departmental communication standards, procedures and guidelines in accordance with overall GN identity and design standards;
- Monitoring and evaluating communications initiatives in other jurisdictions with a view towards utilizing similar innovative approaches in the Department;
- Monitoring the use of formats and standards for all communications and information products and services;
- Evaluating effectiveness of communications initiatives within the Department to identify successes and failures and areas for improvement;
- Partnering with communicate units of other GN and federal departments and industry to develop consistent and comprehensive information products related to Family Services programs;
- Coordinating production and distribution of communications messages to the public and media with senior management, the Minister and EIA;
- Leading the preparation of backgrounders, briefing notes, press releases, speeches and media lines for departmental initiatives;
- Contributing to the preparation of Cabinet and FMB decision documents by providing advice on the public relations component of these important documents;
- Monitoring local, territorial, national and international news and identifying any relevant news items to Policy and Planning and Senior Management Committee;
- Coordinating the department's translations, ensuring documents are translated in all four official languages; and
- Updating the department's website, through revising existing content and developing new content, ensuring all program information and contact information is accurate and updated.

Supports the communications components of major departmental public engagement initiatives by:

- Scheduling each stage of the public engagement process for major initiatives such as the Poverty Reduction Strategy;
- Organizing media conferences for the launch of initiatives and special events that may be planned;
- Preparing, publishing and distributing the Nunavut Roundtable for Poverty Reduction e-mail newsletter;
- Maintaining the Nunavut Food Security Coalition website by uploading new documents, and the Nunavut Roundtable for Poverty Reduction makiliqta.ca website, Facebook and Twitter accounts, and toll-free number;
- Developing audio visual presentations for delivery at workshops and forums;
- Preparing reports on public participation in public engagement processes;
- Assisting with the preparation of reports for information on the results of public dialogue processes;
- Assisting in the evaluation of the public engagement process;
- Providing media relations advice to departmental staff involved with them media in areas relating to implementing strategic initiatives, crisis response and public dialogue initiatives;
- Acting as an expert advisor on communications strategy to link departmental initiatives and to introduce new strategic initiatives to the public;
- Ensuring communications meet departmental standards for internal and external dissemination.

Provides effective communications and media support to Family Services to allow the Department to fulfil its responsibilities for accountability to the public by:

- Coordinating departmental responses to media requests, by providing responses to requests or working with managers to ensure timely responses on requests;
- As necessary, providing support to the Policy and Planning Division to develop departmental procedures and processes for tracking and responding to questions asked of the Minister during sessions of the Legislative assembly;
- As necessary, providing support to the Policy and Planning Division, to monitor Question Period in the Legislative Assembly, recording questions and distributing the questions to appropriate managers for response;
- As necessary, providing support to the Policy and Planning Division to track responses to Legislative Assembly questions to ensure responses are timely and follow up with managers to ensure compliance;
- Assisting managers to develop ministerial statements as part of a comprehensive communications strategy to publicize and provide information on departmental results/initiatives;
- Assisting managers to develop press releases when requested by the Minister and coordinating the drafting and approval with the public affairs division of EIA.

Other duties as assigned.

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.

Contextual Knowledge:

- Knowledge of northern social services, education, justice and health care systems and structures;
- Knowledge of computer programs such as word processing and databases;
- Knowledge of information systems and file retrieval systems;
- Knowledge of web-based program design;
- Knowledge of northern politics and culture;
- Knowledge of theories, principals and practices of Comms and Media relations

Skills and Abilities:

- Excellent writing skills are required with proven experience in development of communication strategies and media relations;
- Ability to network effectively and to work collaboratively in a team environment;
- The ability to speak more than one Nunavut official languages is definitely an asset.

The above qualification would be normally attained by:

A diploma in Journalism, Social or Political Sciences with 3 year of related experience.

A degree in related field would be considered and asset.

Equivalencies that consist of an acceptable combination of education and experience may be considered.

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.

Long periods sitting at a computer station and some airline travel in inclement weather conditions.

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.

Environmental conditions are satisfactory as assigned work areas are in a comfortable office setting.

Sensory Demands

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

Sensory demands are not extensive in this position, although sensitivity to clients and co-workers and their stresses is important.

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 Specialist sometimes facilitates liaison between conflicting groups or organizations which can be mentally and emotionally draining and requires strong personal skills, tact and diplomacy. Providing motivation to committees requires much enthusiasm, confidence, tact and sensitivity to cross cultural relations. Political pressures may accelerate project deadlines resulting in very heavy workloads. Mental fatigue may result from working many hours in excess of normal requirements and juggling conflicting priorities between outside organizations.

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”.