

## SPECIFIC ACCOUNTABILITIES

| Communications Director  | Communications Manager  | Senior Public Affairs Officer   | Public Affairs Officer  | Junior Public Affairs Officer   |
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| <ul style="list-style-type: none"> <li>• Delivers on government communications priorities</li> <li>• Serves as the principal communications contact for the assigned Minister's office and primary media contact for the Minister</li> <li>• Primary spokesperson for the assigned ministry/agency (with the exception of Health Services)</li> <li>• Works closely with their assigned Minister(s)/Agency Head and their staff in the provision of advice and services on behalf of their ministry/agency to ensure corporate consistency, efficiency and effectiveness and in keeping with government objectives</li> <li>• Works closely with the Executive Director, Communications, to ensure the ministry's/agency's communications program supports the corporate direction established by the Public Affairs Bureau and by the assigned Ministry's/Agency's service plan</li> <li>• Works closely with its ministry's Deputy Minister/Agency Head, serving on the Executive Committee, and providing communications advice and support to executive members and senior/program staff</li> <li>• Leads, directs and delivers a broad range of communications services for its assigned ministry/agency including: strategic communications planning; issues management; quick response; media relations including domestic and international media; communications services including domestic and international business outreach programs; news releases and backgrounders; publications content; speech writing; notes and strategies for legislative introductions; web content; media monitoring and direction; and public communications</li> <li>• Works in partnership with peer communications directors and other agencies on common communications initiatives and service improvement opportunities and to ensure an open exchange of information and active participation on joint projects/issues</li> <li>• Provides input into Bureau planning processes (e.g. business planning, annual budget submission, systems planning, business continuation)</li> <li>• Supervises and conducts employee performance and development planning process</li> <li>• Supports a stimulating and rewarding work environment for Public Affairs Bureau Staff</li> </ul> | <ul style="list-style-type: none"> <li>• Manages general communications plans and projects</li> <li>• Supports the Communications Director by managing the operation of the assigned Communications Branch</li> <li>• Assists the Communications Director in: ministry strategic communications planning; issues management; quick response; media relations; and ministry communications services</li> <li>• Leads the staff in the provision of: issues management and talking points; ministry communications plans integrated with the government plan; news releases and backgrounders; publications content; speech writing; notes and strategies for legislative introductions; web content; media monitoring and event planning/management</li> <li>• Drafts communications materials and provide a complete range of communications services and expertise as required</li> <li>• Provides supervision of branch staff</li> <li>• Oversees the development and preparation of backgrounders, speeches, briefing materials, articles, publications, brochures, newsletters, manuals and other written/electronic materials</li> <li>• Coordinates and/or responds to inquiries and requests for information</li> <li>• Manages professional development needs and counsels staff on career opportunities</li> <li>• Participates in the employee performance and development and planning process</li> <li>• Performs other related duties: <ul style="list-style-type: none"> <li>▪ Produces and manages effective project requirements and service contracts within budget</li> <li>▪ Serves in the absence of the Communications Director</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Develops and implements approved communication programs and strategic plans, and help assemble necessary resources: <ul style="list-style-type: none"> <li>▪ Develops comprehensive communications strategies to guide communications activities in support of ministry programs and services</li> <li>▪ Undertakes highly sensitive ministry-wide communications assignments</li> <li>▪ Prepares briefing materials, fact sheets, etc.</li> <li>▪ Mentors and guides other communications officers as the opportunity arises</li> <li>▪ Supports issues management by identifying issues or potential issues</li> <li>▪ Provides advice on response to issues; and prepares issues notes and public/media statements for use in responding to public or media reaction to issues</li> <li>▪ Leads and liaises with non-communications staff on communications projects</li> <li>▪ Identifies target audiences and media outlets to maximize impact of announcements</li> </ul> </li> <li>• Researches, coordinates and administers internal/external communication projects, services and information materials: <ul style="list-style-type: none"> <li>▪ Researches and develops a variety of communications materials including news releases, articles, editorials, publications and other written communications products</li> <li>▪ Plans, coordinates and executes special projects, displays, events, minister's tours, etc.</li> <li>▪ Assesses communications programs, report findings and recommends improvements</li> <li>▪ Writes, edits, proofreads, designs, produces and distributes ministry written products/web materials</li> <li>▪ Writes and coordinates speeches, briefing notes, and media articles for the minister and senior staff</li> </ul> </li> <li>• Coordinates other related communication services: <ul style="list-style-type: none"> <li>▪ Prepares cost estimates for communications products/services including advertising</li> <li>▪ Produces presentations including power point presentations</li> </ul> </li> <li>• Performs other related duties as required</li> <li>• Serves in the absence of the Communications Manager</li> </ul> | <ul style="list-style-type: none"> <li>• Supports administration of internal/external communication projects and services: <ul style="list-style-type: none"> <li>▪ Researches and develops a variety of communications materials including news releases, articles, editorials, publications and other written communications products</li> <li>▪ Plans, coordinates and executes special projects, displays, events, minister's tours, etc.</li> <li>▪ Implements approved communication programs and strategic plans, and helps assemble necessary resources</li> <li>▪ Undertakes highly sensitive ministry-wide communications assignments</li> <li>▪ Prepares briefing materials, fact sheets, etc.</li> </ul> </li> <li>• Researches, coordinates and prepares information materials: <ul style="list-style-type: none"> <li>▪ Writes, edits, proofreads, designs, produces and distributes ministry written products/web materials</li> <li>▪ Writes and coordinates speeches, briefing notes, and media articles for the minister and senior staff</li> </ul> </li> <li>• Coordinates other related communication services: <ul style="list-style-type: none"> <li>▪ Conducts issues management by identifying issues or potential issues</li> <li>▪ Provides advice on response to issues; and prepares issues notes and public/media statements for use in responding to public or media reaction to issues</li> <li>▪ Provides advice to non-communications staff on communications projects</li> <li>▪ Identifies target audiences and media outlets to maximize impact of announcements</li> <li>▪ Prepares cost estimates for communications products/services</li> <li>▪ Conducts media monitoring which could also include transcription</li> <li>▪ Produces presentations including power point presentations</li> </ul> </li> <li>• Performs other related duties as required</li> </ul> | <ul style="list-style-type: none"> <li>• Assists with administration of internal/external communications projects and services: <ul style="list-style-type: none"> <li>▪ Develops a variety of communications materials including news releases, articles, editorials, publications and other written communications products</li> <li>▪ Special projects, displays, events, minister's tours, etc.</li> <li>▪ Implementation of approved communication programs and strategic plans, and helps assemble necessary resources</li> <li>▪ Prepares briefing materials, fact sheets, etc.</li> </ul> </li> <li>• Researches, coordinates and prepares information materials: <ul style="list-style-type: none"> <li>▪ Assists with writing, editing, proofreading, designing, producing and distributing ministry written products/web materials</li> <li>▪ Drafts speeches, briefing notes, and media articles for review and edit by senior staff</li> </ul> </li> <li>• Coordinates other related communication services: <ul style="list-style-type: none"> <li>▪ Conducts media monitoring which could also include transcription</li> <li>▪ Produces presentations including power point presentations</li> </ul> </li> <li>• Performs other related duties as required</li> </ul> |

## QUALIFICATIONS

| Communications Director   | Communications Manager   | Senior Public Affairs Officer   | Public Affairs Officer  | Junior Public Affairs Officer  |
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| <ul style="list-style-type: none"> <li>• Certificate or post-secondary degree in a communications related field (journalism, public relations, etc.) or equivalent combination of education and experience</li> <li>• 5-7 years in progressively more responsible communications positions</li> <li>• Incumbent must demonstrate continued learning and development of supervisory and executive leadership skills</li> </ul> | <ul style="list-style-type: none"> <li>• Certificate or degree in a communications related field (journalism, public relations, etc.) and 3-5 years experience as a Public Affairs Officer or equivalent combination of education and experience</li> <li>• Demonstrated writing ability (tested)</li> <li>• Demonstrated capacity for critical thinking (tested)</li> <li>• Supervisory experience or supervisory training</li> <li>• Incumbent must demonstrate continued learning and development of management, supervisory and leadership skills                             <ul style="list-style-type: none"> <li>▪ Must be capable of managing complex files and projects as a team leader</li> <li>▪ Knowledge of the Public Affairs Bureau and PAB administrative processes</li> <li>▪ Knowledge of government and parliamentary procedures</li> <li>▪ The incumbent can be called upon to serve as Communications Director in an acting capacity</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Certificate or degree in a communications related field (journalism, public relations, etc.) and 3 years experience as a Public Affairs Officer or equivalent combination of education and experience</li> <li>• Demonstrated writing ability (tested)</li> <li>• Demonstrated capacity for critical thinking (tested)</li> <li>• Incumbent must demonstrate continued learning and development of supervisory and leadership skills</li> <li>• Must be capable of managing complex files and projects as a team leader</li> <li>• Knowledge of the Public Affairs Bureau and PAB administrative processes</li> <li>• Knowledge of government and parliamentary procedures</li> <li>• The incumbent can be called upon to serve as Communications Manager in an acting capacity</li> </ul> | <ul style="list-style-type: none"> <li>• Certificate or degree in a communications related field (journalism, public relations, etc.) and 2 years experience as a Junior Public Affairs Officer or equivalent combination of education and experience</li> <li>• Demonstrated writing ability (tested)</li> <li>• Demonstrated capacity for critical thinking (tested)</li> </ul> | <ul style="list-style-type: none"> <li>• Certificate or degree in a communications related field (journalism, public relations, etc.) or equivalent combination of education and experience</li> </ul> |