



Job Specification

Position Title: COMMUNICATIONS OFFICER
Job Code: OPSEU - Information Officer 2, 2703
Job ID: 11995

Purpose of Position:

To liaise with institutional Financial Aid Administrators, Federal and Provincial Government officials, parents and students to ensure awareness of full details of programs administered by the Branch and any amendments made thereto. To write, edit and proofread all French & English language publications required by the Branch including OSAP WEB site, pamphlets, brochures, forms, computer generated correspondence and related material.

Duties/Responsibilities:

1. Coordinates the production of all French & English-language informational material including OSAP WEB site, brochures, manuals, pamphlets and forms, etc. related to the financial assistance programs administered by the Branch by:
 - Identifying and discussing the need for additional informational or educational material with the Program Manager; recommending particular programs, brochures, etc. to communicate information;
 - Organizing and running meetings held to discuss the planning of application forms, brochures, pamphlets, etc. and scheduling preparation and production dates;
 - Maintaining close contact with Communications Branch and Ministry of Education-Print Production Unit and Distribution Centre to ensure any production problems are identified and resolved as quickly as possible; advising Branch staff immediately of any serious production delays so appropriate changes can be made with minimal disruption to the client;
 - Liaising with other Communications Officers regularly to ensure common publications and application forms are written in both official languages consistently;
 - Writing, editing and proofreading forms, brochures and related material and coordinating with Communication Services Branch their production, ensuring that all printing deadline dates are met to meet with program requirements;
 - Coordinating the planning and distribution of printed material;
 - Preparing and writing news releases related to Branch programs (utilizes a personal computer in the production of these releases);
 - Producing and revising policy and procedural manuals for the administration of the OSAP program;
 - Initiating the design of advertisements and negotiating with newspapers and magazines distributed to postsecondary institutions and high schools.

2. Liaises with Financial Aid Administrators, Federal and Provincial Government officials, parents and students to ensure awareness of details of financial assistance programs by:
 - Discussing special cases and problems with FAA committees suggesting solutions consistent with criteria, bringing to Program Managers or Team Leaders attention any problems which may require changes to current program, policies, or procedures;
 - Planning developing and conducting community-based informational sessions designed to provide detailed information to local groups interested in organizing financial assistance programs for students in general;
 - On a regular basis planning, developing, and conducting province-wide workshops and special meetings to inform those concerned with the administration of student assistance programs of program details, procedures, amendments, additions or deletions, etc.;
 - Organizing and conducting meetings with high school Guidance Counselors, parent/student organizations and students to provide detailed information on program policies and procedures;
 - Meeting on a regular basis with the Association of Guidance Counselors to discuss current matters of concern and provide detailed information;
 - Meeting with Federal and Provincial student assistance program officials on an as needed basis to advise them of amendments to provincial programs, discuss problems of mutual interest, and obtain information.

3. Performs other related duties such as:
 - Provide French Language services

- Responding to media inquiries;
- Leading or participating in Section/Branch project groups reviewing specific issues related to operational problems and devising appropriate responses;
- Attending workshops, seminar, and courses as requested to maintain and/or update industry knowledge;
- As assigned.

Knowledge:

Work requires knowledge of journalism and public relations. Excellent knowledge of publication procedures. Thorough knowledge of programs administered by the branch. Knowledge of P.C.s including Word, Excel and web publishing tools. Thorough knowledge of website design including HTML, PDF, Javascript and style sheets. Several years progressively responsible experience. Knowledge of ministry policies and laws, FOI, ODA and plain language requirements. Web-based design and usability practices.

Skills:

Superior French & English language communication, interpersonal and presentation skills. Ability to coordinate an effective communications program. Demonstrated initiative and creativity. Ability to work in a team environment effectively. Excellent Project management skills. Ability to plan effectively and be well organized.

Freedom of Action:

Position uses considerable judgement in decision making by managing concurrent web structure, functionality and content projects with other communications projects that are complex in nature. The position works within ministry directives, guidelines and OPS policies and standards and exercises judgement to interpret the intent.