



NOTICE: The OPS Careers job alert service has been restored; to sign-up for job posting notifications through the OPS Careers job alert service please access the [job alert subscription page](#).

Job Specification

Position Title: REGIONAL COMMUNICATIONS AND MARKETING SPECIALIST
Job Code: OPSEU - Information Officer 3, 2705
Job ID: 19731

Purpose of Position:

Reporting directly to the Manager, Operations and Support North West Region and matrixed to the Manager, Corporate and Editorial Services Section, to research, formulate and coordinate the development, implementation and evaluation of communication strategies and plans for North West Region. To coordinate the development of marketing, communications and promotional materials related to Northwest Region programs, initiatives and objectives. To coordinate the Northwest Region contribution to corporate and divisional communications strategies, plans and initiatives. To contribute to and provide issue management planning, services and support.

Duties/Responsibilities:

1. Coordinates the development, delivery and evaluation of communications and marketing strategies, plans initiatives across Northwest Region by:
 - coordinating the development, review, implementation and maintenance of a Northwest Region communications strategy that supports government, ministry and regional resource management programs, policies and priorities
 - ensuring that Northwest Region communications and marketing strategies, plans and initiatives are consistent with government, corporate, divisional and program priorities, strategies, protocols and standards.
 - researching, writing, reviewing and editing communications and marketing materials, products and information for Northwest Region application;
 - applying appropriate research methods and techniques to designing and implementing public consultation processes and public education programs;
 - undertaking periodic reviews of the effectiveness of communications and marketing efforts.
2. Consults with the supervising Manager and matrixed Manager on communications requirements related to various Northwest Region policy/program initiatives and projects (e.g. promotional campaigns, information services, publication productions, and special events) by:
 - developing and overseeing implementation of Annual Northwest Region Strategic Communications Plan;
 - identifying issues and recommending ministry positioning and messages;
 - keeping up to date on overall ministry positioning and messages by maintaining a good working relationship with Communication Services Branch staff (CSB);
 - identifying target audiences and stakeholder groups and analyzing their needs;
 - working with outside consultants as required;
 - contributing to submissions and responses to requests from senior management, Minister/Deputy Ministers Office and Cabinet Office.
3. Develops and coordinates a wide range of initiatives to promote and market Northwest Region resource management programs and activities by:
 - being aware of the general strategic direction, program priorities, client interests and issues of the ministry and Northwest Region;
 - assessing communication requirements to support policy and program initiatives, recognizing client program objectives, business requirements, services, organization and operations;
 - proposing communications strategies;
 - developing communications and marketing tools (e.g. web sites, resource reports, brochures, promotional kits, multi-media presentations, special events) to support ministry initiatives;
 - planning and preparing terms of reference for projects;
 - promoting ministry programs and policies to target audiences and the general public;
 - planning, organizing and/or contributing to select Ministers events and other special events;
 - arranging for and supporting representation of the ministry at key shows, fairs and exhibits through Northwest Region.

4. Provides advice, assistance and direction to Northwest Region staff (regional office units and field offices) on communications and marketing initiatives and products by:

- regularly liaising with and maintaining availability to Regional office and field staff to actively support their initiatives;
- developing and maintaining an active and energetic Northwest Region communications network;
- ensuring that communications efforts across the Region are consistent with Regional, divisional and corporate priorities, strategies, protocols and standards;
- building support for Regional initiatives with Communications Services Branch, other divisions and programs;
- pursuing opportunities to support to common field communications needs at a broader regional level

5. Contributes to and supports issue management by:

- staying abreast of government, ministry and regional program priorities;
- researching and contributing to environmental scans of issues and trends;
- identifying current and potential controversial issues and advising on strategies for the management of them.

6. The incumbent shall, while in the workplace, conduct themselves in compliance with the Occupational Health and Safety Act and any workplace practices as directed by their immediate supervisor. The incumbent shall report any hazards of which they are aware to their immediate supervisor.

7. Managers have the right to assign additional duties.

Knowledge:

Job requires knowledge of communication, marketing and public relations principles, practices and techniques.

Job requires knowledge of communication planning methods and practices in order to formulate, implement and evaluate communication and marketing strategies, plans and initiatives.

Job requires knowledge of research, writing styles, communications design and production process/techniques, coordination and project management and event planning skills in order to design, develop and implement a variety of communications, marketing and public relations activities and projects (e.g. web sites, resource reports, brochures, promotional kits, multi-media presentations, special events).

Job requires analytical and problem solving skills in order to provide issues management support and services, including the development of appropriate strategies and plans.

Job requires superior written communication skills in order to write and edit a variety of materials

Job requires strong oral communication and facilitation skills in order to consult and negotiate with ministry staff, ministry programs and consultants to formulate, implement and evaluate communications and marketing strategies, plans and initiatives.

Job requires interpersonal skills (e.g. tact, diplomacy, patience) and political acuity to work with ministry partners, stakeholders, clients and the media in advancing and gaining support for ministry communications and marketing strategies, plans and initiatives.

Job requires familiarity with the ministry's review and approval processes related to communications, marketing and issues management, as well as relevant legislation and policies (e.g. Freedom of Information and Protection of Privacy Act, French Language Services Act).

Job requires knowledge of ministry corporate priorities, resource management legislation, programs and policies, in order to formulate, implement and develop communications and marketing strategies to support the ministry's interests in Northwest Region.

Job requires knowledge of computer software (e.g. Word, Excel, Power Point, Outlook, Photo Editor, etc.) and desk top publishing and communication software to research and extract data, prepare communications products and liaise with appropriate consultants as required.

Job requires knowledge of worker responsibilities as outlined in the Occupational Health and Safety Act.

Staffing and Licensing Requirements:

Valid Class G drivers licence

Skills:

Job requires analyzing and evaluating activities.

Job requires analytical skills to gather information.

Job requires oral and written communication skills to provide information on Northwest Region natural resource management programs, legislation, policies, and guidelines to partners, stakeholders and the general public through communications and marketing products, presentations and initiatives.

Job requires interpersonal skills to promote acceptance, understanding and support for natural resource management programs and policies, when dealing with Ministry partners, stakeholders, clients and the media on communications and marketing initiatives.

Job requires project management, planning and coordination skills to schedule own activities and to schedule broader communications and marketing strategies, plans and initiatives.

Job requires demonstrated understanding of:

- . government structures, political and bureaucratic, and how these affect decision making.
- . of climate and culture within the organization.

Job requires demonstrated ability to:

- . operate within complex structures and advise senior officials about decision making.
- . be accountable to ensure that approvals and decisions are made through the appropriate structures.
- . use knowledge of corporate culture to complete tasks, sometimes in situations where the formal structure does not work.

Freedom of Action:

Job requires working within policies, directives and procedures outlined in Ministry communication policies/procedures manual and financial services policies/procedures manual.

Job requires contributing to and making decisions independent of manager on communication and promotional issues.

Work is performed as a team player in a team environment, both within the Regional Planning Unit team and within the broader ministry communications and marketing staff network. Job requires broad interaction and liaison across various ministry work units including Northwest Region (regional units, field offices), Communications Services Branch and other ministry programs and divisions.

Job requires working with Ministry partners, stakeholders, clients and the media on communications and marketing initiatives.