



NOTICE: Effective January 15th the OPS will be posting new job advertisements on the eCareers website daily. New job advertisements will be posted throughout the week, Monday through Friday. Please check the site regularly to see new opportunities available within the OPS.

Please note that the **job alert** function is temporarily unavailable. We are working on correcting the issue, but in the meantime, please check the website regularly for updated job posting details. We will post an updated message on the site when the job alert function is functional again.

Job Specification

Position Title: SENIOR REGIONAL COMMUNICATIONS ADVISOR
Job Code: OPSEU - Information Officer 4, 02707
Job ID: 17931

Purpose of Position:

To plan, develop, and coordinate strategic communications plans and initiatives for the Region; to identify implementation opportunities. To plan, identify and implement the Regions issues management initiatives. To plan and implement the Regions public education and information initiatives. To provide leadership and expert communications advice to Regional management; to work cooperatively with units in the Communications Branch and in the Region to optimize and implement the Regions communication objectives.

Duties/Responsibilities:

In the Ministrys Communications Branch, this Position undertakes a strategic communications leadership role within an assigned Region, works under the direction of the Sr. Manager, Strategic Planning and Regional Communications, with guidance from the Team Lead, Strategic Communications. The Position has the following responsibilities:

1. Plans, develops, and coordinates strategic communications plans and initiatives for the Region by consulting with the Regional management team on their communication requirements, assessing the regional public environment and the communications challenges that would be involved; identifying and analyzing the communications needs and interests of the intended regional audiences and stakeholders; developing methods of communications that would be appropriate for specific audiences; determining and recommending which communications strategies should be used for the Regions policies and programs within the context of government strategic agenda and priorities; developing recommendations for the Regions communication strategies and techniques including proposed communication schedules and budgets; seeking approvals for these strategic communications plans from senior Regional management, up to Branch/Ministry senior management and the Minister=s Office.
2. Identifies implementation opportunities for approved strategic communications plans and initiatives by initiating and defining communications opportunities and strategies to promote Ministry core businesses to clients. Evaluates and implements effective communications tactics and strategies in consultation with clients, and recommends follow-up strategies and alternative communications techniques for future projects
3. Plans, identifies, and implements the Regions issues management initiatives by: identifying potential controversial issues and advising on strategies for issues management; analyzing emerging issues of concern to the Region; consulting with senior managers in the Region on developing ideas for strategic and proactive communications initiatives that can be implemented before the issues have fully emerged. Develops proactive responses and develops Issues Management Plans (IMP); coordinates/develops public information forums for communication of issues. .
4. Participates in Regional management meetings to provide consultative strategic communications advice on high priority and sensitive "issues of the day" .Researches and develops proposed responses to such issues; consults with Regional management on the facts of the issues; consults with the Senior Manager on any areas of concern; recommends the most appropriate issues management strategies and responses. Proposes responses for Minister, Deputy Minister, and other Ministry designates on a variety of contentious Regional issues receiving media coverage and stakeholder or public attention. Provides issues analysis and evaluation for the Ministry on issues in the Region.
5. Plans and implements the Regions public education and information initiatives, including but not limited to communication and promotional materials related to Ministry/program initiatives, policies and objectives by : researching, preparing, presenting implementing and evaluating approved public education plans; writing, reviewing and editing public education and related communications materials, inputting to the public consultation processes and public education programs, maintaining publications displays and assisting with public inquiries, planning and organizing special events, handling media

relations, coordinating the work of staff and suppliers providing materials/services, monitoring supplier expenditures and contract compliance, and ensuring timely delivery of communication products and activities.

6. Identifies and addresses the Regions communications needs by; consulting with the Regional management team; summarizing their needs and developing proposed annual and ad hoc Regional communications plans for review by both Regional management, Team Lead Strategic Communications and the Senior Manager, Strategic Planning & Regional Communications; developing proposed media strategies and implementation costs for review and approval; implementing the approved plans and establishing implementation schedules for the various components of the plans.

7. Works cooperatively with units in the Communications Branch and in the Region to optimize and implement the Regions communication objectives. Researches, writes and edits a wide range of communications products such as communication plans, issues management plans, speeches, news releases, backgrounders, questions and answers, website content, event plans, publications, pamphlets and feature articles. Ensures the application and use of clear language, accuracy, timelines, consistent editorial standards of style, grammar and audience suitability; ensures that products are aligned with operational/communication strategies and Ministry/government agenda. Reviews and edits written materials, including fact sheets, executive messages, articles, website content, and reports to ensure that the materials are clear, concise, accurate, and communicate key messages.

8. Provides leadership and expert advice in the field of communications, public education, and issues management to Regional management by participating with the Regional Director and the management team on the planning of Regional programs, initiatives, and events that have communications, issues management, and/or public education implications in order to develop communications plans and strategies as early as possible in the overall planning cycle in the interests of developing effective, efficient, and economical communications initiatives.

9. Manages and maintains effective working relationships with Regional clients and with partners internal and external to the Ministry; participates in or co-leads cross-Ministry communications initiatives and projects. Consults and works with new media staff in the Branch to plan, design and implement methods for utilizing new media to best market communications and integrated marketing strategies in the Region.

10. Other duties: the Senior Manager and the Team Lead have the authority to assign additional duties.

Knowledge:

Position requires excellent knowledge and experience of strategic communications, information and public relations theory, techniques, planning methods and practices in order to develop and implement communications plans and contribute a senior communications perspective, representing the Communications Branch and the Ministry by: consulting with clients concerning their communication objectives, providing services to senior officials, recommending tactics and strategies to convey messages to target audiences, making and promoting communications decisions that address the clients needs, identifying controversial issues and developing, recommending and implementing strategies for issues management, and writing communications plans that address client needs. Position requires knowledge and experience of public education methods and practices and related information initiatives to develop and implement public education plans. Position requires expert knowledge of issues management theories, practice and techniques to provide communications advice regarding contentious issues and produce and coordinate the preparation of issues management materials and develop communications tactics. Position requires knowledge of consultation and research techniques in order to assess public and media environment during development of communications plans, and success of communications strategies after they have been implemented by: advising clients on the needs for public consultation, identifying methods, e.g., focus groups, surveys, selecting suppliers e.g. research companies, and coordinating public consultation process. Position good knowledge of the Regions programs, services and activities in order to research and articulate the Regions position on sensitive and contentious issues, ensuring soundness of Ministry communication approach and integrity of Ministry image. Position requires knowledge of Ministry programs/initiatives related to Regional client areas, and of the government=s policy objectives and decision-making systems, in order to develop communications strategies by: assessing client objectives, services, organization and operations, relating government policy objectives to particular strategies; recommending strategies that meet client needs, and making necessary decisions in order to implement communications strategies.

Position requires knowledge of project management techniques and leadership skills to coordinate, execute, and evaluate delivery of communications projects. Position requires knowledge of budget development in order to define cost of implementing communication strategies by: estimating cost of external services, e.g., writers, designers, public relations consultants during communications planning, and to monitor contract compliance and quality control. Position requires knowledge of public relations techniques in order to promote Ministry programs and initiatives by: providing advice on ways to communicate messages to target audiences. Includes knowledge of techniques and methods for obtaining and designing public consultation to provide advice on environmental scanning. Position requires knowledge of writing techniques and styles in order to develop Regional communications plans and publications by: researching content of plans and publications, discussing issues with clients, and writing plans and texts. Position requires knowledge of media relations techniques and protocols to handle media relations by: notifying media representatives of projects initiatives, responding to media calls, organizing media relations plans, organizing and planning media relations events, determining

appropriate spokesperson, and preparing spokesperson as required. Position requires office computer skills to prepare a range of communications materials.

Staffing and Licensing Requirements:

Superior oral and advanced written French language skills.
Valid Class G Ontario Driver's Licence to travel to events across region.

Skills:

Position requires strong relationship management skills in order to provide leadership and expert advice in the field of communications, public education, and issues management to Regional management while maintaining a functional reporting relationship to the Senior Manager in the Communications Branch. Position requires strong researching, interviewing and negotiating skills to obtain and compile information that is required for communications plans, speeches, newsletters, news releases, as well as to maintain effective working relationships with clients. Position requires superior analytical and strategic skills to; identify issues, assess their impact and determine their connection to other priorities; to proactively plan communications strategies; to compile and interpret environmental scanning information to accurately determine public views; to assess client goals and objectives in the development of communication plans and strategies based on information gathered; to ensure that clients needs are met. Position requires critical thinking and problem solving skills to: assess and evaluate communication implications of new policy and program initiatives in relation to public environment (e.g. public attitudes, media content, and correspondence) and to make recommendations and implement changes to communication plans accordingly. Position requires problem solving skills to determine appropriate solutions to manage and neutralize issues and assess implication of new policies. Position requires logistical skills to plan and resolve issues concerning organization of events, production of publications etc. on behalf of clients. Position requires evaluative skills to identify events, publications, etc., that will promote communications objectives. Position requires superior written communication skills to write or prepare for translation a variety of materials describing Ministry programs, services and new regional initiatives (e.g. brochures, ads, scripts); translate technical and/or specialized material and terminology into plain language for public dissemination while maintaining accuracy; and editing copy for style, language usage, flow and logical presentation of information. Position requires excellent oral communication skills to make presentations to clients and discuss client program objectives, new initiatives, explain, and recommended communication and media relations strategies, liaise with senior management, ADMO and possibly MO staff regarding communications issues within the Region, and deal with the public and the media. Position requires political acumen, diplomacy, consultative, comprehension and interpersonal skills to work with the public, the Assistant Deputy Ministers staff, the Deputy Ministers staff, Minister and Ministers staff at all levels, and with representatives of other ministries and organizations; to understand client needs; to clarify communication objectives and design/develop and make proactive decisions regarding communication materials and products which meet project requirements; and to communicate client objectives to writers and designers. Strong presentation skills are required to articulate effectively proposed communications approaches in a persuasive manner and to influence outcome of the decision.

Freedom of Action:

Under the direction of the Senior Manager, Strategic Planning and Regional Communications Position, and the general guidance of the Team Lead, Strategic Communications, the Position works within the Ministries and MGCS/Cabinet Offices policies, guidelines and directives related to communication planning and issues management, and within recognized communication practices and standards where there are such guidelines in place. Position exercises a high degree of autonomy and requires judgement in providing timely and strategic advice on Regional communications, public education, and issues management matters and products, including planning, researching, developing and implementing the necessary strategies to support the Regions and Ministries strategic goals. Judgement is required in determining the nature and scope of the research required to develop plans and products specific to the initiative and audience. Includes advising programs, policies and other ministries on communications issues and strategies and negotiating timelines and project agreements. Position requires judgement in providing expertise and guidance to contracted suppliers, such as external writers, to ensure consistency with approved strategies and key messages and in writing and editing news releases, and for the media, articles, Directors speeches, regional spokespersons, and planning and executing events and regional goals. Position requires making independent decisions and exercising judgement in developing and recommending content of communication plans and strategies; determining schedules and budgets for communication initiatives; approving copies sometimes drafted by others; recommending public consultation processes; recommending issues management techniques; determining appropriate method, tone and approach for communication activities, and implementing such activities as required.

Regular contact is with all levels throughout the Region as well as with key areas in the Ministry to research and develop communication plans, public education initiatives, and critical issues, as well as to coordinate and deliver the daily operations of the Position. Position has regular contact with other units in the Communications Branch to consult on courses of action to develop optimize and implement the Regions communication objectives, as well as to consult on the development of range of communications products for the Region including speeches, news releases, backgrounders, questions and answers, website content, event plans, publications, pamphlets and feature articles.

Work is reviewed when communication plans are submitted to the Senior Manager for content, completeness and adherence to standards. Position refers problem issues such as conflicting client requirements and suppliers failing to meet contractual obligations to the Senior Manager. Due to the limited direction received any significant errors such as inadequate advice to Regional management in

the role of Senior Communications Advisor, poor planning and development of regional communications programs, are difficult to remedy and could have a significant impact on the image of the Region. Failure to alert senior officials of the Ministry to potentially critical issues and advise/recommend and appropriate action could have far-reaching implications and a negative impact on the Region and the Ministry.