

including workers, employers, WSCC staff and management, and the public of the Northwest Territories and Nunavut.

Teamwork and cross-divisional collaboration are essential to the organization's success. The Manager, Communications is responsible to develop and nurture trusting relationships with colleagues and to share information with other areas of the organization to help make collaborative decisions that support the WSCC's goals and objectives.

In addition, the position has the overall responsibility to lead the WSCC in meeting its official language requirements in the Northwest Territories and Nunavut and ensures WSCC's compliance with both territorial *Official Language Acts*. This includes the coordination and provision of all languages, and implementation of plans and strategies designed to meet the *Acts* and meet the annual reporting obligations under the *Acts* and legislation.

The incumbent regularly networks with counterparts of provincial and territorial Workers' Compensation Boards and the Association of Workers' Compensation Boards of Canada (AWCBC) to keep abreast of new trends and communication developments as they specifically relate to the WSCC's strategies and best practices.

The Manager, Communications manages a team of five and a budget of approximately \$1,000,000. The incumbent has spending authority of \$20,000.

DIMENSIONS

There are five (5) employees reporting directly to this position.

- 3 Communications Officers
- 1 Translator/Official Languages Coordinator
- 1 Receptionist

RESPONSIBILITIES

1. Manages the development and coordinated implementation of communications and public affairs strategies, and operational and strategic plans.

- Manages the development and implementation of the strategic Communications work plan and strategies.
- Conducts research to identify and address internal and external communications needs, analyzing pertinent documents such as research reports and studies, Legislative Assembly debates and questions, and news media coverage.
- Liaises with the members of the Leadership Team to analyze, develop, and manage strategic communications plans to address Divisional and public relations needs.
- Evaluates effectiveness of plans and activities and recommends alternatives or revisions as required.

2. Manages activities related to effective internal communication, and media and public relations.

- Supports Senior Management in implementing effective internal communications initiatives.
- Participates or leads cross divisional projects to ensure that messaging for Divisional activities is consistent with the WSCC's vision, mission and values, and focused for targeted audiences.
- Promotes all Divisional goals and objectives through industry, community, and public communications.
- Develops and implements ongoing staff training for public communications.
- Drafts and edits press releases and backgrounders.
- Proactively develops and maintains a network of media contacts and maintains an active media presence for the WSCC.
- Provides media plans and key messages in consultation with Senior Management including support for television, radio, and print interviews.
- Monitors public and community reaction to current policies and programs identifying developing issues and provides strategic advice or plans as required to address them.
- Provides support for communications-related to emergency situations.
- As part of the WSCC's Enterprise Risk Management (ERM) Committee, manages the Crisis Communications Plan.
- Serves as Chairperson, and manages the activities of WSCC's Stakeholder Engagement Committee (SEC).
- Proactively develops and maintains a network of industry stakeholder and partnership contacts to facilitate or deliver presentations and cross over promotional opportunities.

3. Manages the development and distribution of WSCC public information, social marketing, promotional materials and activities, and the WSCC's website.

- Manages the corporate image including visual standards for internal and external communications materials, corporate graphic elements and their applications, and presentations.
- Ensures that internal and external communications materials are developed within guidelines and standards, working with outside contractors as required.
- Provides expert advice and assistance with the production or provision of communications products (print, audio-visual, social media, etc.) for internal and external audiences.
- Is accountable for the development and operation of the WSCC website as its official Webmaster.
- Ensures the production and maintenance of all WSCC forms.

4. Manages provision of translation services across the WSCC, and organizational-wide compliance with Official Language legislation in the Northwest Territories and Nunavut.

- Oversees the development and implementation of strategic and annual operational plans regarding the WSCC's obligations in meeting Official Language legislation.

- Ensures timely delivery of translation and interpretation services.
- Fosters and maintains effective alliances with GNWT and GN officials affiliated with implementing the Official Languages legislation in both territories.

5. Provides overall management of staff and resources for the Communications Unit.

- Provides overall human resource management including staffing (recruitment and training), assigning and supervising activities, and performance reviews and discipline of staff reporting to the position.
- Coaches and supports the Communications team; provides challenges and creates a desire to continuously learn.
- Manages the financial resources of the unit, including completing required budgetary submissions and monitoring activities such as variance management.
- Setting overall objectives for the unit and managing the completion of projects.
- Periodically reviews unit administrative procedures and policies to ensure they are current. Reviews and amends job descriptions as required.
- Manages external contracts, including the Agency of Record and translation/interpretation service provider contracts, as required.
- Manages Reception services for the organization as a whole.
- Complies with, and enforces, safety management procedures, and safe work practices to ensure employee health and safety, and the integrity of the WSCC's Internal Responsibility System.
- Approves, reports, and monitors the unit's leave and attendance.
- Ensures Communications and Official Languages meets WSCC-wide and unit-specific service standards.

WORKING CONDITIONS

(Working Conditions identify the **unusual and unavoidable**, externally imposed conditions under which the work must be performed and which create hardship for the incumbent.)

Physical Demands

No unusual demands

Environmental Conditions

No unusual conditions

Sensory Demands

No unusual demands

Mental Demands

A high level of concentration and attention is essential. This position sometimes requires changes in priorities and the incumbent must meet competing and unexpected demands, which may cause stress.

KNOWLEDGE, SKILLS AND ABILITIES

- Specialized knowledge in communications, social marketing, public relations, and media relations theory and principals;
- Versatile and creative thinking to achieve innovative communications solutions;
- Knowledge of print, design, audio-visual, and multi-media processes and techniques;
- Management skills to lead, plan, coordinate, and complete complex and concurrent projects independently or in a team, within time and resource constraints, while monitoring progress and evaluating results;
- Knowledge of computer software including common applications such as Word, Excel, Outlook and PowerPoint;
- Demonstrated desktop publishing and photo editing ability;
- Knowledge of website management and approaches including the effective use of content management software;
- Knowledge of the Official Languages legislation in the Northwest Territories and Nunavut;
- Knowledge of fundamental accounting principles and budget management;
- Demonstrated ability to interpret and apply legislation, policies, and procedures;
- Excellent interpersonal skills including the ability to maintain confidentiality, political sensitivity, self-confidence, and tact and diplomacy are critical;
- Excellent planning, analytical, research, and project management skills;
- Superior oral and written communication skills;
- Time management and facilitation skills; and
- Ability to work in an environment with constantly changing priorities. This includes the ability to assess and constantly evaluate priorities.

This individual must be highly organized and self-directed, and have demonstrated experience working in a communications environment.

Typically, the above qualifications would be attained by:

A degree in Communications or a related discipline combined with a minimum of five years of progressive experience in communications development and implementation, and a minimum of three years of management/supervisory experience.

Technical expertise in workers' compensation is an asset.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) Intermediate (I) Advanced (A)

READING COMPREHENSION:

Basic (B) Intermediate (I) Advanced (A)

WRITING SKILLS:

Basic (B) Intermediate (I) Advanced (A)

- French preferred

Aboriginal language: To choose a language, click here.

- Required
- Preferred

CERTIFICATION

Title: Manager, Communications

Position Number(s): 97-7928

<hr/> <p>Employee Signature</p> <hr/> <p>Printed Name</p> <hr/> <p>Date</p> <p><i>I certify that I have read and understand the responsibilities assigned to this position.</i></p>	<hr/> <p>Supervisor Signature</p> <hr/> <p>Printed Name</p> <hr/> <p>Date</p> <p><i>I certify that this job description is an accurate description of the responsibilities assigned to the position.</i></p>
<hr/> <p>Senior Manager</p> <hr/> <p>President & CEO</p> <p><i>I approve the delegation of the responsibilities outlined herein within the context of the attached organizational structure.</i></p>	<hr/> <p>Date</p> <hr/> <p>Date</p>

The above statements are intended to describe the general nature and level of work being performed by the incumbents of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of this position.

Reviewed by HR: _____