

IDENTIFICATION

Department	Position Title	
Workers' Safety and Compensation Commission	Communications Officer	
Position Number(s)	Community(s)	Division/Region(s)
97-7183; 97-9888; 97-9853	Yellowknife, NT / Iqaluit, NU	Legal and Compliance

PURPOSE OF THE POSITION

The Communications Officer anticipates, coordinates, plans, and develops communications and marketing plans and materials for the Workers' Safety and Compensation Commission (WSCC) of the Northwest Territories and Nunavut. The incumbent provides creative direction, guidance, and advice on communications issues and marketing strategies, and coordinates the production of promotional, marketing, and other WSCC-related material in support of the WSCC's vision, mission, and values. The Communications Unit must ensure the WSCC's positive public image to enhance favourable stakeholder relationships across the Northwest Territories and Nunavut.

SCOPE

The Workers' Safety and Compensation Commission (WSCC) is a Crown Corporation of the Governments of the Northwest Territories and Nunavut that is directed by a Governance Council through the President & CEO. The WSCC headquarters operations are located in Yellowknife and regional operations in Iqaluit and Inuvik.

The WSCC promotes safe work places through education and prevention, and cares for injured workers through a system of no-fault compensation. The system is funded through the collection of assessments from employers and is governed by the *Workers' Compensation Acts* of the Northwest Territories and Nunavut.

The WSCC is committed to an environment free of racism and discrimination, where people feel safe when receiving services. This can be achieved by respectful engagement that acknowledges the importance of cultural differences and values Cultural Safety.

This position is located in Yellowknife, Northwest Territories, or Iqaluit, Nunavut and reports to the Manager, Communications. The Communications Officer is part of an internal service delivery team that provides creative and professional communications and marketing advice to WSCC employees and Senior Management on the delivery of its programs and services

throughout the Northwest Territories and Nunavut. This is accomplished through a variety of media, including social media; newsletters; reports; posters; brochures; communications campaigns; press releases; special events; and print, radio, and television ads.

Teamwork and cross divisional collaboration are integral to the organization's success. The Communications Officer responds to enquiries from the Governments of the Northwest Territories and Nunavut, stakeholders, and the general public, and assists in the coordination of official WSCC responses to issues.

The incumbent monitors the media to anticipate communications needs on behalf of the WSCC and, where necessary, develops possible options and recommendations for the Manager, Communications. This position assists in the development, coordination, and implementation the WSCC Communications work plan, and produces and implements WSCC communication materials in support of the organization's Corporate and Strategic plans. The Communications Officer maintains the WSCC's official website and social media accounts.

RESPONSIBILITIES

1. Develops and implements internal and external communications campaigns and resources.

- Through engagement with WSCC internal and external stakeholders, develops and implements communications and marketing plans and resources that effectively support the WSCC's Strategic and Corporate plans and public image.
- Provides guidance on creative aspects of projects, including messaging, design, audience considerations, selection of communications vehicles, and delivery channels.
- Plans and implements a variety of promotional, communications, and marketing activities, including social media, audio-visual projects, radio, television, and print media as required.
- Prepares speaking notes and presentations for the WSCC Ministers responsible, Governance Council, President, and Senior Management.
- Leads or participates in internal and external programs, stakeholder meetings, community events, and presentations.
- Creates basic communications tools using desktop publishing software.

2. Undertakes activities to promote positive community presence and WSCC initiatives.

- Monitors traditional and social media and public response to identify and track emerging issues. Introduces proactive approaches to prevent potentially unfavourable coverage and advises on best responses to unfavourable coverage.
- Develops and maintains professional relationships with the media, coordinating radio, television, and print media interviews, and preparing media releases.
- Coordinates trade show attendance to promote a positive community presence.
- Develops and executes various internal consultation sessions (i.e., town hall meetings) to provide Senior Management information on internal stakeholder opinion.

- Coordinates biweekly organizational-wide mandatory meetings to facilitate internal communications, promoting and streamlining transparent interdivisional and hierarchical interactions.
- Writes and develops monthly electronic internal and external stakeholder newsletters.

3. Monitors and ensures adherence to WSCC communications standards and guidelines.

- Ensures accuracy and consistency of the WSCC visual identity.
- Implements internal communications guidelines, and supports adherence to WSCC's commitment to clear and plain language.
- Oversees services provided by external contractors, including advertising agencies, suppliers, and production companies. Monitors resulting contracts for quality of service, costs, and timelines.
- Provides service to internal clients, WSCC divisions across the Northwest Territories and Nunavut.

4. Administers the WSCC website and acts as webmaster.

- Administers and contributes to WSCC website design and update.
- Ensures website inquiries receive timely responses.
- Ensures website content is current, clear, and meets legislated official languages requirements.
- Monitors the website, including the number of visitors and specific areas of the website viewed, to determine visitors' interests.

5. Health and Safety

- Follows safe work practices and ensures the integrity of the WSCC's Internal Responsibility System.

WORKING CONDITIONS

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

Physical Demands

Some heavy lifting in relation to trade show equipment and materials.

Environmental Conditions

No unusual conditions.

Sensory Demands

No unusual demands.

Mental Demands

Multi-tasking and prioritizing an ongoing workload in response to urgent requests may cause occasional stress. Concentrating and paying close attention to details when reviewing material for accuracy may cause mental fatigue and moderate anxiety. Occasional travel is required to

WSSC regional offices in Iqaluit and Inuvik. From time-to-time, the incumbent may be required to work extra hours, including the occasional weekend.

KNOWLEDGE, SKILLS AND ABILITIES

- Demonstrated knowledge of public relations, marketing, strategic communications planning, and research techniques.
- Excellent communications and marketing skills, including very strong written communications abilities. Close attention to detail when editing and proofreading, analyzing information, and drafting public information materials is essential.
- Excellent interpersonal and team work skills.
- Sound judgement in dealing with sensitive issues and the ability to communicate effectively with external and internal stakeholders is essential.
- Demonstrated proficiency with computer applications, including Word, Excel, PowerPoint, and Microsoft Outlook.
- Demonstrated ability to maintain a website using content management systems such as Drupal, Microsoft SharePoint, and Dreamweaver.
- Demonstrated ability to create basic communications tools using desktop publishing software. Expertise with Adobe Photoshop, Illustrator, and InDesign is an asset.
- Proven ability to work in cross-cultural environments, including skills in diplomacy when working with or liaising with colleagues, stakeholders, members of the media, and the general public.
- Time management and facilitation skills. Ability to work in a fast-paced environment that requires multi-tasking, changing priorities, and strong organizational skills.
- Ability to manage internal and external projects with co-workers and contractors.

Typically, the above qualifications would be attained by:

Successful completion of a Bachelor degree in communications or marketing, public relations, or a related area with three years of directly related experience in a related field.

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: Communications Officer

Position Number(s): 97-7183; 97-9888, 97-9853

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

Reviewed by Human Resources: _____