

Position: **Benchmark Job #011**

Ministry: Agriculture, Fisheries and Food

Working Title: **Communications Coordinator**

Branch: Communications

Level: Range 21

Location: Victoria

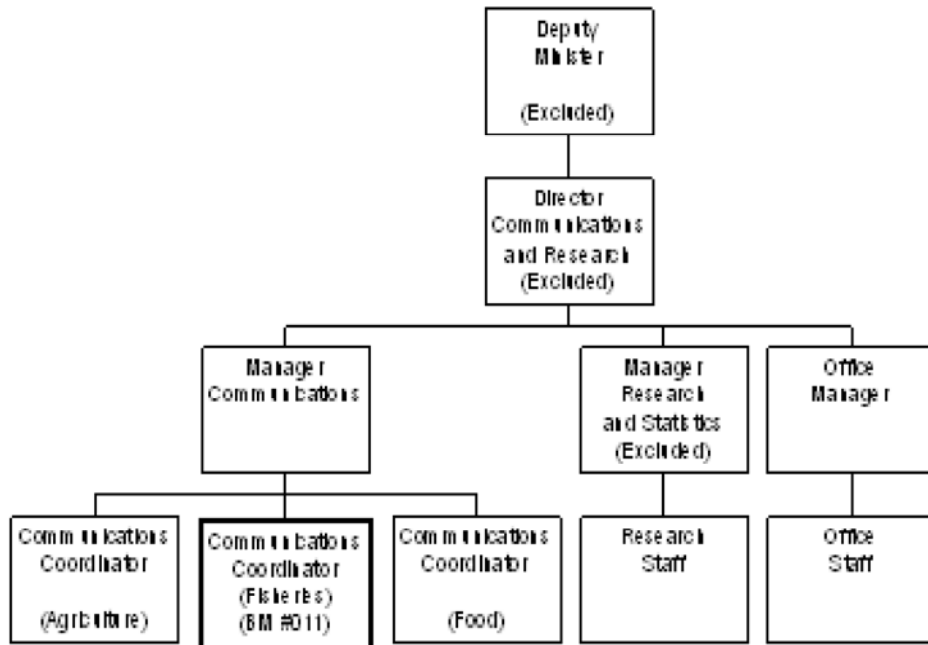
NOC Code: 5124

PRIMARY FUNCTION

To coordinate, gather information, design, develop, deliver, and assess communications programming for multiple program areas.

JOB DUTIES AND TASKS

1. Plans and implements media relations services
 - a. plans, develops, and assesses communication strategies
 - b. prepares news features, news releases, brochures and other publications
 - c. organizes news conferences to provide information on programs and issues
 - d. scans current news sources and maintains computerized Infoback system to keep senior management and Minister's office informed on issues as they develop
 - e. responds to media inquiries on sensitive or "hot" issues, as a Ministry spokesperson
 - f. refers difficult issues and media inquiries to Manager, Communications for advice on appropriateness of response strategies
2. Coordinates and performs issues management services
 - a. delivers and prepares issue updates, briefings and presentations for general public and special audiences such as elected officials, dignitaries, agricultural producers, fishermen, food processors, Ministry management and staff
 - b. analyses results of social market research and integrates into communications programs
 - c. identifies potential problems and conflicts to ensure Ministry interests are protected
 - d. develops and implements strategies to minimize negative impact of sensitive issues
3. Coordinates and prepares information materials
 - a. compiles information and writes presentations, briefing notes and speeches
 - b. provides information to Minister to respond to potential questions or issues raised in the legislature, news conferences, public events, Cabinet meetings, etc.
 - c. briefs the Minister, management and staff prior to media interviews
4. Completes performance planning and review process and performs other related duties
 - a. assesses the effectiveness of communications programs and whether objectives were met
 - b. develops communications strategies, objectives, methods and procedures
 - c. selects and recommends contractors to be used and explains contract standards and requirements
 - d. signs for documents received



FACTOR	REASON FOR CLASSIFICATION	DEGREE	POINTS
1	<p>JOB KNOWLEDGE</p> <p>Understand the theory of communications to coordinate and plan communication strategies, anticipate media responses and review effectiveness of communications programs for multiple program areas (i.e. fisheries, food or agriculture).</p>	H	280
2	<p>MENTAL DEMANDS</p> <p>Judgement to modify communication techniques to work with changing issues and program requirements to coordinate, plan, gather information, and prepare responses to issues, coordinate, plan and conduct news conferences, determine crucial issues, and anticipate and deal with media responses.</p>	G	200
3	<p>INTERPERSONAL COMMUNICATION SKILLS</p> <p>Persuasion required to use basic negotiation skills in presenting controversial ministry policy and positions to the media.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY</p> <p>Some coordination and dexterity required to operate audio/visual equipment during presentations and to update communication information on computer with a minimal requirement for speed.</p>	B	10
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS</p> <p>Guided by general ministry communications policies, guidelines and standards, applies accepted work methods in a different way to provide communication services for agencies, boards and programs, gather information and write responses to issues, organize media events and handle media enquiries as spokesperson, refers difficult issues and media inquiries to Manager, Communications for advice on appropriateness of response strategies.</p>	E	120
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES</p> <p>Financial responsibility to sign for documents received.</p>	A	5

FACTOR	REASON FOR CLASSIFICATION	DEGREE	POINTS
7	RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control information dissemination to the media and public through media events, press releases and issues management.	D	22.5
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to explain contract standards and requirements to contractors on work site.	B	9
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Responsibility for own well-being and safety in a low risk environment.	A	5
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently visually focus on written responses to hot issues.	C	12
11	PHYSICAL EFFORT Moderate physical effort to frequently visually focus on written materials (e.g. news releases, briefing notes, speeches).	C	12
12	SURROUNDINGS Exposure to occasional unpleasant dealing with upset people.	A	2
13	HAZARDS Minimal exposure to ordinary hazards while working in an office.	A	2

Total Points: 724.5

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