

Position: **Benchmark Job #208**

Ministry: Forests

Working Title: **Regional Communications Coordinator**

Branch: Management Section

Level: Range 21

Location: Prince George Region

NOC Code: 5124

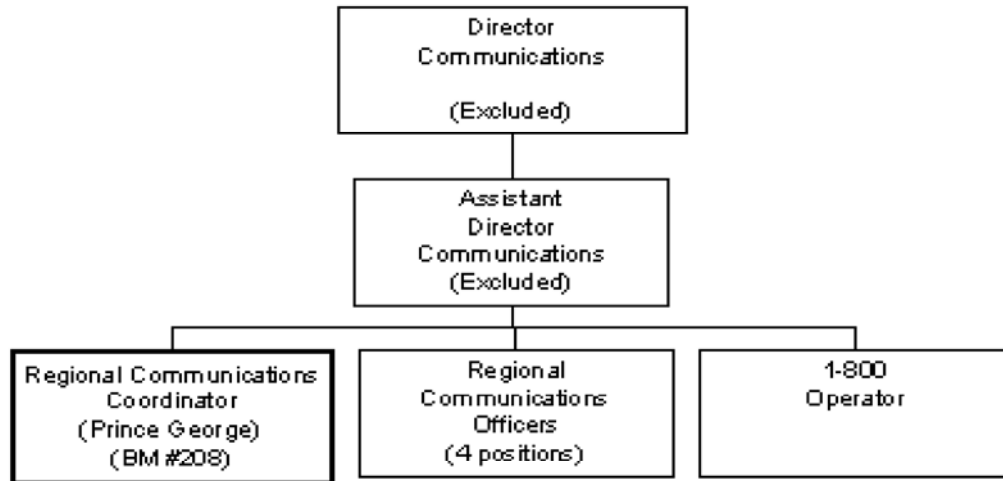
PRIMARY FUNCTION

To plan, organize, coordinate and administer internal and external communications projects and services for regional and district management.

JOB DUTIES AND TASKS

1. Coordinates and administers all of the internal/external communications projects and services for a Forest region
 - a. identifies communications needs and assists managers in developing priorities and a regional plan of action
 - b. ensures all plans and initiatives are consistent with Ministry and BC Communications policies, standards and directives
 - c. coordinates, develops and implements annual operational communications plans for the region and districts
 - d. develops, produces, procures and maintains communications materials
 - e. designs and develops communications projects and services to meet the needs of clients
 - f. develops information and education projects from identified communications needs and issues
 - g. leads, organizes and/or conducts training in public, media and community relations
 - h. coordinates and provides information for the development of the annual budget for regional Issues Management and Information Services
 - i. coordinates the production of an internal newsletter and other information services, and serves as a central contact point for the Forest Service Newsletter
2. Coordinates a wide variety of regional and district media relations services
 - a. serves as the primary media contact and spokesperson for regional issues and general information
 - b. provides advice and guidance to the regional manager and regional/district management on public, media and community communications, methods and processes
 - c. develops and sustains effective contacts with local and provincial news media representatives
 - d. edits, writes and prepares news items, photographs and features and arranges for their release
 - e. leads and/or prepares information materials for public meetings
 - f. controls information dissemination to media, environmental groups and the public
 - g. works with external stakeholders to develop joint communications and media responses
 - h. sets up and makes the arrangements for regional news conferences, tours and interviews for visiting dignitaries, delegations, officials, private sector executives, general public, etc.

- i. coordinates itineraries for visiting dignitaries, delegations and others
 - j. coordinates and/or provides clipping service for regional and district management
 - k. develops and produces bulletins, posters and information packages
3. Coordinates other related communications services
- a. develops procedures and guidelines for responding to general public enquiries
 - b. prepares written correspondence and speeches for Regional Manager and senior staff
 - c. supports corporate/ministry-wide public relations projects
 - d. provides regional representation in the development of Ministry communications programs
 - e. keeps Regional Manager and district offices up-to-date on local activities and issues
 - f. regularly drives vehicle to attend meetings to provide media training, develop communications plans, address issues or coordinate media events, which requires regular overnight travel
 - g. hires contractors using standardized contracts for communications services; explains contract standards and requirements to contractors on the work site, monitors and approves work
 - h. organizes and maintains files, photo catalogues, newspaper articles, reference materials, and audio visual supplies



| FACTOR | REASON FOR CLASSIFICATION | DEGREE | POINTS |
|--------|---|--------|--------|
| 1 | JOB KNOWLEDGE Understand the theory of communications to coordinate and plan regional communication projects and services, review communication needs of the region and districts, develop joint initiatives with clients and stakeholders, research issues and organize media responses. | H | 280 |
| 2 | MENTAL DEMANDS Judgement to modify communications techniques and approaches to organize and administer regional and district communications projects and services, develop annual operational communications plans for the region, and anticipate reaction of media, industry, stakeholders and public to sensitive issues. | G | 200 |
| 3 | INTERPERSONAL COMMUNICATION SKILLS | D | 45 |

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|---|---|---|------|
| | Persuasion required to use basic negotiation skills in presenting controversial Ministry forestry policy to the media and public. | | |
| 4 | PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to drive vehicle to attend training sessions and media events. | C | 15 |
| 5 | RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry communication policies that allow flexibility to plan and administer internal and external communication projects and services, develop communications plans and arrange special events. | F | 160 |
| 6 | RESPONSIBILITY FOR FINANCIAL RESOURCES Moderate financial responsibility to hire contractors using standardized contracts, and monitor and approve contract work for photographic services events coordination and writing services. | D | 22.5 |

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|---------------|---|---------------|---------------|
| 7 | RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control information dissemination to media, environmental groups and the public. | 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 Limited care and attention to drive to meetings to conduct business, as the driver of convenience. | B | 10 |
| 10 | SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently write and coordinate responses to hot issues. | C | 12 |
| 11 | PHYSICAL EFFORT Moderate physical effort to frequently read and proof newsletters, bulletins and media or public information packages. | C | 12 |
| 12 | SURROUNDINGS Exposure to regular overnight travel. | B | 4 |
| 13 | HAZARDS Limited exposure to hazards from regular driving to attend meetings throughout the region. | B | 4 |

Total Points: 796

Level: Range 21