

Position: **Benchmark Job #265**

Ministry: Transportation and Highways

Working Title: **Manager, Communications**

Branch: Major Projects

Level: Range 27

Location: Nanaimo

NOC Code: 5124

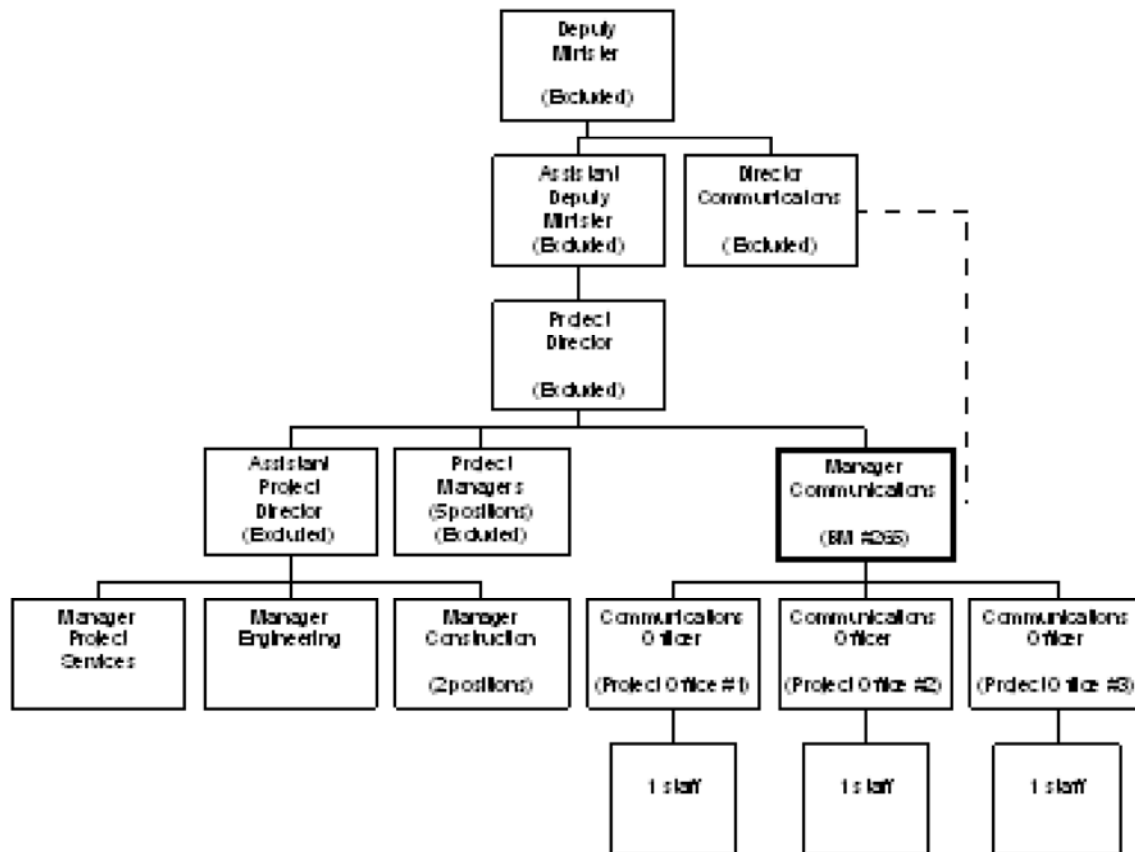
PRIMARY FUNCTION

To plan, create and deliver the overall communications program for multiple projects across the province, such as the Vancouver Island Highway Project to improve the awareness and understanding of the Ministry's programs and services by staff, stakeholders and the general public.

JOB DUTIES AND TASKS

1. Manages media and general communications plans for projects across the province within framework set by the Ministry's Communication Branch
 - a. works with the Communications Director and Project Director to develop effective goals, plans and solutions to build goodwill for projects
 - b. evaluates communications goals, objectives and publicity needs to improve awareness of project programs and services with staff, stakeholders and the general public
 - c. anticipates new areas of interest and opportunity and prepares operational plans to achieve objectives
 - d. ensures adherence to ministry policies and standards and develops systems and methods for public information analysis and dissemination
 - e. provides advice to and briefs the Minister, executive and project team on emerging and current communications issues
 - f. communicates with elected officials, community leaders and interest groups to identify and resolve issues and concerns
2. Manages special events, campaigns and projects, and identifies issues and concerns of users, residents, businesses and other stakeholders
 - a. plans and manages advertising, media relations, internal and external communications programs and special events, and coordinates with project HQ's and regional staff
 - b. co-ordinates public education/consultation process and information gathering/responses to improve awareness and understanding of projects
 - c. attends and represents the projects at inter-ministry and public meetings, and organizes presentations, displays, publicity needs, tours, exhibits, open houses and drop-ins
 - d. addresses and monitors current and potential media and community issues and concerns
 - e. leads the development and preparation of backgrounders, speeches, briefing materials, publications, brochures, newsletters, manuals and other materials
 - f. coordinates and responds to inquiries and requests for information
 - g. develops communications manuals and coordinates training for project staff
3. Supervises professional and administrative staff in three project offices (6 FTEs)

- a. supervises professional and administrative staff, including hiring and training
 - b. plans, assigns and reviews work
 - c. sets work priorities and standards
 - d. appraises work performance, and takes disciplinary action, if required
4. Performs other related duties
- a. exercises spending authority for project communication budget(s) and related expenditures
 - b. prepares and monitors communications budget
 - c. adapts standardized contracts to deliver communications services using contractors
 - d. reviews, monitors and verifies the completion of work by contractors



| FACTOR | REASON FOR CLASSIFICATION | DEGREE | POINTS |
|--------|--|--------|--------|
| 1 | <p>JOB KNOWLEDGE</p> <p>Understand the theory of communications to plan, develop and deliver a wide variety of communications services for projects, such as the Vancouver Island Highway Project and to communicate the goals and objectives of the project to staff, stakeholders and the public.</p> | H | 280 |
| 2 | <p>MENTAL DEMANDS</p> <p>Judgement to evaluate the effectiveness of communications services for</p> | H | 250 |

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| | projects, such as the Vancouver Island Highway Project, identify and resolve issues and prepare operational plans to achieve communications goals, objectives and publicity for projects. | | |
| 3 | INTERPERSONAL COMMUNICATIONS SKILLS Persuasion required to use basic negotiation skills to present controversial project plans to the media, stakeholders and the public. | D | 45 |
| 4 | PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to drive vehicle to meetings with community leaders, interest groups and the public. | C | 15 |
| 5 | RESPONSIBILITY FOR WORK ASSIGNMENTS Guided by general ministry policies and standards, plans and delivers communications services for projects, such as the Vancouver Island Highway Project. | F | 160 |
| 6 | RESPONSIBILITY FOR FINANCIAL RESOURCES Considerable financial responsibility to exercise spending authority for communications related work and to manage project communications budget (s). | F | 43 |

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|---------------|--|---------------|---------------|
| 7 | RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to control dissemination of information to media and stakeholders. | D | 22.5 |
| 8 | RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise professional and administrative staff, appraise employee performance and take disciplinary action (6 FTEs). | DF | 21 |
| 9 | RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Limited care and attention to calm and reassure interest groups and the general public who may be upset about proposed construction plans and environmental issues. | B | 10 |
| 10 | SENSORY EFFORT/MULTIPLE DEMANDS Focused requirements to frequently balance schedule and respond to multiple inquiries from media and stakeholders. | C | 12 |
| 11 | PHYSICAL EFFORT Moderate physical effort to frequently focus visual attention on printed and electronic materials to produce communication plans and responses. | C | 12 |
| 12 | SURROUNDINGS Exposure to regular unpleasant dealings with upset members of the public and interest groups referred by staff and elected officials. | B | 4 |
| 13 | HAZARDS Limited exposure to hazards from frequent keyboarding to prepare backgrounders, speeches and briefing notes. | B | 4 |

Total Points: 878.5

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