

Position: **Benchmark Job #371**

Ministry: Women's Equality

Working Title: **Manager, Communications**

Branch: Communications

Level: Range 21

Location: Victoria

NOC Code: 5124

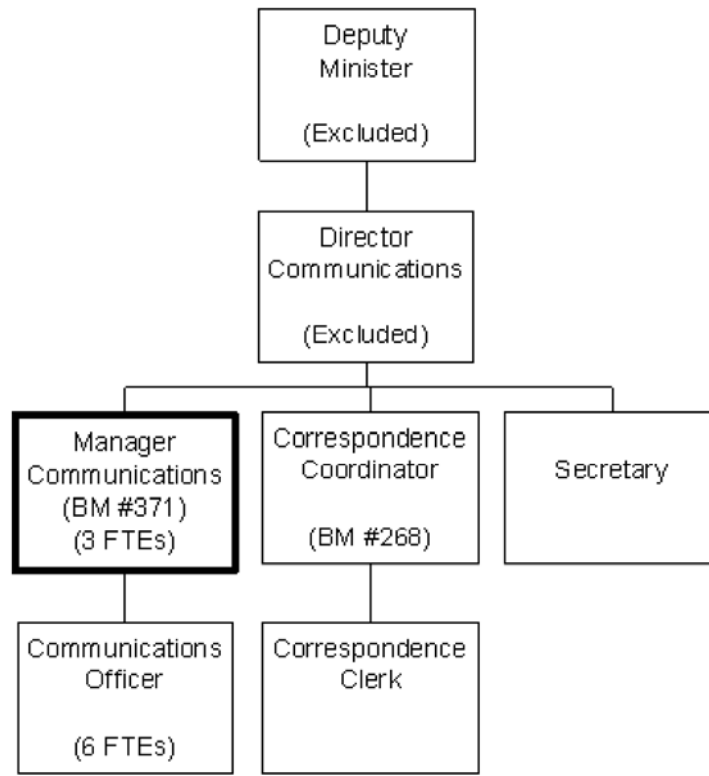
#### PRIMARY FUNCTION:

To coordinate, design, develop, deliver and assess all aspects of communications programming and media relations for an Assistant Deputy Minister program area.

#### JOB DUTIES AND TASKS:

1. Plans, coordinates, and implements media relations services
  - a. reviews and identifies emerging and hot issues (e.g. controversial)
  - b. prepares responses to media issues and recommends strategies/responses to deal with media and public concerns and inquiries
  - c. prepares news features, news releases, brochures, and other publications
2. Coordinates, develops, and implements issues management strategies and services
  - a. compiles information and prepares issues updates, briefings, special events, and presentations for the general public and ministry staff
  - b. analyzes results of information gathering and integrates into communications programs and responses
  - c. identifies potential issues, problems, and conflicts and recommends course of action to resolve
  - d. develops strategies to minimize negative impact of sensitive issues
3. Coordinates the preparation of a wide variety of communications materials
  - a. compiles information and writes presentations, briefing notes and speeches for the Minister
  - b. provides information to the Minister to respond to potential questions or issues raised in the Legislature, news conferences, public events, Cabinet meetings, etc.
  - c. prepares news features, news releases, brochures, and other publications
4. Completes program performance planning and review process
  - a. evaluates the effectiveness of communications programs and whether objectives were met
  - b. develops communications strategies, objectives, methods and procedures to meet objectives
5. Guides special projects and resources
  - a. supervises professional staff (2 FTEs), including hiring and training
  - b. plans, assigns and reviews work of staff
  - c. sets work priorities and standards for section
  - d. appraises work performance and takes disciplinary action, if required
  - e. recommends to the Director which services should be contracted or completed in-house
  - f. provide formal instruction to contracted workers

g. contributes to branch goal setting as a member of the communications team



FACTOR	REASON FOR CLASSIFICATION	DEGREE	POINTS
1	<p><b>JOB KNOWLEDGE</b></p> <p>Understand the theory of communications to plan and coordinate communications strategies, anticipate media responses and review effectiveness of communications programs for an Assistant Deputy Minister program area.</p>	H	280
2	<p><b>MENTAL DEMANDS</b></p> <p>Judgement to modify communication techniques to work with changing issues and program requirements to coordinate, plan, compile information, and prepare responses, plan news conferences, determine crucial issues, and anticipate and deal with media responses.</p>	G	200
3	<p><b>INTERPERSONAL COMMUNICATION SKILLS</b></p> <p>Persuasion required to use basic negotiation skills in presenting controversial ministry policy and positions to the media.</p>	D	45
4	<p><b>PHYSICAL COORDINATION AND DEXTERITY</b></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><b>RESPONSIBILITY FOR WORK ASSIGNMENTS</b></p> <p>Guided by general government and ministry communications policies, guidelines and standards, independently plan and evaluate communications services for an Assistant Deputy Minister program area and provide advice and recommendations to the Director, Assistant Deputy Minister, Deputy Minister and Minister on communications strategies, including media relations.</p>	F	160
6	<p><b>RESPONSIBILITY FOR FINANCIAL RESOURCES</b></p> <p>Financial responsibility to sign for documents received.</p>	A	5

<b>FACTOR</b>	<b>REASON FOR CLASSIFICATION</b>	<b>DEGREE</b>	<b>POINTS</b>
7	<b>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION</b> Significant responsibility to control dissemination of information to the media and public through media events, press releases and issues management.	D	22.5
8	<b>RESPONSIBILITY FOR HUMAN RESOURCES</b> Responsibility to supervise Communication Officers, appraise employee performance and take disciplinary action (2 FTEs).	DE	20
9	<b>RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS</b> Responsibility for own well-being and safety in a low risk environment.	A	5
10	<b>SENSORY EFFORT/MULTIPLE DEMANDS</b> Focused requirement to frequently visually focus on written materials, such as news releases, briefing notes and speeches.	C	12
11	<b>PHYSICAL EFFORT</b> Moderate physical effort to frequently visually focus on written materials, such as news releases, briefing notes and speeches.	C	12
12	<b>SURROUNDINGS</b> Exposure to occasional unpleasant dealing with upset people.	A	2
13	<b>HAZARDS</b> Minimal exposure to ordinary hazards while working in an office.	A	2

Total Points: 775.5

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