

Communications and Administrative Specialist
Position Description

IDENTIFICATION

Incumbent	Position Title
Vacant	Communications and Administrative Specialist
Organization	Location
Gwich'in Land and Water Board (GLWB)	Inuvik, NWT

PURPOSE OF POSITION

(Main reason why the position exists, in what context and what is the overall end result)

Reporting to the Executive Director, GLWB, the Communications and Administrative Specialist provides advice and support related to communications and policy development and monitors and provide advice on GLWB human resource, payroll or administrative issues that may arise. The Communications and Administrative Specialist supports the Mackenzie Valley Land and Water Board (MVLB), the Wek'èezhii Land and Water Board (WLWB), and the Sahtu Land and Water Board (SLWB) through their respective Executive Directors.

SCOPE

(Describe in what way the position contributes to and impacts on the organization)

The GLWB is responsible for implementation of the Environmental Impact Assessment responsibilities prescribed by the *Mackenzie Valley Resource Management Act (MVRMA)*.

The Communications and Administrative Specialist provides confidential advice and support to the Executive Director in the development and implementation of communications plans and activities on behalf of the GLWB, MVLWB, WLWB and SLWB. The Specialist provides advice on internal administrative matters including policies and protocols, Board support, human resources and payroll matters and in ensuring Board directions are recorded accurately and acted upon in a timely manner.

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RESPONSIBILITIES

(Describe the major responsibilities and target accomplishments expected of the position. For management positions, indicate the subordinate position(s) through which responsibilities are accomplished.)

Oversees the development of communication products to promote awareness of each of the Review Boards and Review Board processes, procedures and decisions among Government departments, communities, Aboriginal groups, Land Claim organizations and industry by:

- Writing, editing and producing the Review Board's Mid-Year Activity Report and Annual report.
- Preparing the quarterly newsletter and maintaining the websites for each of the Boards.
- Recommending ways to improve communication products, including the Review Board website, with regard to cost effectiveness and impact.
- Liaising with other northern co-management boards for communication strategies and products, in an effort to foster greater public understanding of the roles of the various boards.
- Coordinating development and production of corporate communication products including brochures, reports, advertisements, TV ads, etc.
- Coordinating development (i.e. writing, editing, and production) of Review Board press releases.
- Developing Review Board communication and/or promotional presentations (e.g. PowerPoint) for use by the Executive Directors, Chairs, Board Members and staff.
- Developing visual identity products that promote awareness and understanding of the Review Boards' roles in the Mackenzie Valley.

Provides advice and coordination of media relations and Board promotion activities by:

- Scanning media comments and coverage of resource development activities and specifically issues relating to the MVRMA and Review Board processes and procedures, and providing the Executive Director and/or the Board with analysis.
- Assessing success of Review Board communication activities and making recommendations to the Executive Director on alternative approaches, where necessary.
- Maintaining familiarity with various media, media programming, and media personnel in the NWT.
- Providing recommendations and spokesperson best-practices advice to the Chairperson, Board members, Executive Director, and staff regarding media and public requests.
- Arranging for media relations training for Board members and staff.
- Coordinating and taking part in Review Board participation at conferences, trade shows, events and community tours, as requested.
- Developing plans for major events/announcements, taking into account objectives of the Board.

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Provides administrative services and support to the Executive Director and Board by:

- Assisting the Executive Director with coordination and preparation of Board meeting packages including development and/or review of briefing notes, and research and analysis of issues.
- Upon request, attending and providing coordination support during Review Board community and public hearings.
- Maintaining a high level of awareness of the Mackenzie Valley Resource Management Act (MVRMA), implementation issues, past and current environmental assessments undertaken under the MVRMA and understanding of stakeholder positions.
- Remaining up to date on resource development issues affecting the Mackenzie Valley, including environmental assessment issues and matters which may be of interest to the operations of the Board.
- Coordinating the Review Board's response to Access to Information and Privacy Act inquiries, including filing of necessary reports to appropriate agencies.
- Monitoring and providing advice on human resource, payroll, or administrative issues that may arise.

Provides management support and advice in the development and maintenance of Board Policies by:

- Researching, consulting, organizing and drafting policy documents for Executive Director and Board consideration.
- Directing and providing professional oversight to contracted or casual resources retained to assist in policy development activities.
- Monitoring and evaluating the effectiveness of policies and their implementation.
- Identifying improvements and recommending priorities for new or amended policies.
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KNOWLEDGE, SKILLS AND ABILITIES

(Describe the level of knowledge, experience and abilities that are required for satisfactory job performance)

Specialized knowledge of:

- Professional practices and principles of communications as well as theories, methods and delivery techniques including researching, interviewing, designing, writing, editing and proof-reading
- Media techniques
- Northern community and regional representatives and organizations
- Relevant Government organizations
- Policy writing
- Engagement, consultation, negotiation, coordination, monitoring, assessment and communication techniques
- Northern resource interests, issues and processes

Skills and Abilities:

- Skills and ability to develop trust relationships with external organizations including the media
- Strong organizational and project management skills
- Demonstrated superior verbal, graphic and written communications skills
- Ability to communicate and relate to a broad and culturally diverse audience
- Excellent computer software skills including skills in word-processing, data base, presentations, Internet and electronic communications
- Ability to work under deadline pressures
- Ability to work with multimedia equipment, including computer-based applications to support responsibilities
- Experience of working with/for an independent board, and ability to speak and work in a Mackenzie Valley First Nations language would be an asset.

The above skills are normally acquired through graduation from a post-secondary degree or diploma in Communications, Business Administration, Public Administration with directly related work experience. Equivalent education and/or experience will be considered.

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WORKING CONDITIONS

(List the unavoidable, externally imposed conditions under which the work must be performed and which create hazards for the incumbent.)

Physical Demands

Physical requirements include periods of sitting at a desk or in meetings for frequent periods of lengthy duration.

Environmental Conditions

Environmental demands include travel throughout the NWT for frequent periods of short duration with exposure to inclement weather and disruptions caused by travel requirements; and travel nationally for occasional periods of short duration with exposure to disruptions caused by travel arrangements.

Sensory Demands

Sensory demands are minimal.

Mental Demands

Mental demands include dealing with diverse points of view, providing media interviews on behalf of the Board, providing expert advice to the Board, public presentations, attention to detail and uncontrolled overflow of work and overlapping priorities. Mental demands are for frequent periods of short duration.

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this position. They are not intended to be an exhaustive list of all responsibilities and activities required of this position.