

Order in Council Job Description

JOB TITLE: Communications Director	LEADERSHIP ROLE: Strategic	CHIPS POS NUM: Various
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications
SUPERVISORS TITLE: Assistant Deputy Minister, Communications and Media Relations	LEADERSHIP ROLE: Strategic	CHIPS POS NUM: Various

PROGRAM:

Government Communications and Public Engagement is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. Government Communications and Public Engagement leads and coordinates government communications through its four divisions: Communications Services, Support Services, Strategic Planning and Engagement and Corporate Services.

The Communications Services Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

The Communications Director reports to the Assistant Deputy Minister, Communications and Media Relations. This position, accountable to both the Deputy Minister, Government Communications and Public Engagement and to their assigned Minister(s), will be the principal communications contact with the Minister's Office and will be accountable for the following functions: strategic communications planning and management; external communications and issues management; quick response; media relations; communications services; staff supervision and direction; and interest group communications.

NATURE OF WORK AND POSITION LINKS:

The Communications Director leads its assigned ministry/agency in the provision of communications expertise, staff and related services, and works closely with: the Minister(s), Agency Head; the Deputy Minister; Assistant Deputy Ministers; peer communications directors; and other Government Communications and Public Engagement officials.

Position links:

- Ministers, Ministers of State and Minister's Office staff - to provide advice and recommended responses to public issues
- Assistant Deputy Ministers – to maintain daily contact for strategic communications and issues management advice and coordination
- Premier's Office staff - regarding issues management, strategic communications and cross-government communications
- Ministry Deputy Minister/Agency Head and executive - to provide advice and direction regarding ministry/agency communication plans and services
- Peer Communications Directors - on common issues, cross-government priorities, etc.

Order in Council Job Description

- Businesses and communities - to identify concerns and/or opportunities
- Support Services, Headquarters - to negotiate delivery of services and operations on behalf of its ministry
- The Public - to build and maintain effective working relationships

SPECIFIC ACCOUNTABILITIES:

- Delivers on government communications priorities
- Serves as the principal communications contact for the assigned Minister's office and primary media contact for the Minister
- Primary spokesperson for the assigned ministry/agency
- Works closely with their assigned Minister(s)/Agency Head and their staff in the provision of advice and services on behalf of their ministry/agency to ensure corporate consistency, efficiency and effectiveness and in keeping with government objectives
- Works closely with the Executive Director, Communications Services, to ensure the ministry's/agency's communications program supports the corporate direction established by the Government Communications and Public Engagement and by the assigned Ministry's/Agency's service plan
- Works closely with its ministry's Deputy Minister/Agency Head, serving on the Executive Committee, and providing communications advice and support to executive members and senior/program staff
- Leads, directs and delivers a broad range of communications services for its assigned ministry/agency including: strategic communications planning; issues management; quick response; media relations including domestic and international media; communications services including domestic and international business outreach programs; news releases and backgrounders; publications content; speech writing; notes and strategies for legislative introductions; web content; media monitoring; events planning/management; staff supervision and direction; and public communications
- Work in partnership with peer communications directors and other agencies on common communications initiatives and service improvement opportunities and to ensure an open exchange of information and active participation on joint projects/issues
- Provides input into GCPE planning processes (e.g. business planning, annual budget submission, systems planning, business continuation)
- Supervises and conducts performance reviews for staff
- Supports a stimulating and rewarding work environment for GCPE Staff

Order in Council Job Description

APPROVED:

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE



Order in Council Job Description

JOB TITLE: Communications Manager	LEADERSHIP ROLE: Business	CHIPS POS NUM: Various
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications
SUPERVISORS TITLE: Communications Director	LEADERSHIP ROLE: Strategic	CHIPS POS NUM: Various

PROGRAM:

The British Columbia Government Communications and Public Engagement is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. The Government Communications and Public Engagement leads and coordinates government communications through its four divisions: Strategic Planning and Public Engagement, Communications and Media Relations, Communications Support Services and Corporate Services

The Communications and Media Relations Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

The Communications Manager reports to the Communications Director. This position works on behalf of the Communications Director to manage the operation of the assigned Communications Branch on a day-to-day basis.

The Communications Manager functions at a senior level and provides management expertise, advice and direction to employees and ministry clients to ensure the consistent and effective implementation of communications plans, policies, procedures and standards throughout the client ministry. The position also provides primary supervision and assumes budgetary and human resource responsibilities where appropriate.

The position assumes all responsibilities for the Director as required or in the Director's absence.

NATURE OF WORK AND POSITION LINKS:

The Communications Manager provides communications management expertise and works closely with a number of senior officials across government to ensure the production of accurate, professional, timely and cost-effective communications products and services in support of their assigned ministry strategic program initiatives.

Position links:

- Ministers - to serve in the absence of the Communications Director and to report on the status of products and services planned or underway in the branch
- Ministry executive - to provide advice and direction regarding program-specific and ministry-wide communication plans in cooperation with the Communications Director; and to provide advice on communications initiatives and to assign staff to various communications tasks/projects

Order in Council Job Description

- Communications Services, Headquarters - to negotiate delivery of specialized services on behalf of the ministry

SPECIFIC ACCOUNTABILITIES:

- Manage general communications plans and projects
 - Support the Communications Director by managing the operation of the assigned Communications Branch
 - Assist the Communications Director in: ministry strategic communications planning; issues management; quick response; media relations; and ministry communications services
 - Lead the staff in the provision of: issues management and talking points; ministry communications plans integrated with the government plan; news releases and backgrounders; publications content; speech writing; notes and strategies for legislative introductions; web content; media monitoring and event planning/management
 - As a senior public affairs officer, draft communications materials and provide a complete range of communications services and expertise as required
 - Provide supervision to branch staff
 - Oversee the development and preparation of backgrounders, speeches, briefing materials, articles, publications, brochures, newsletters, manuals and other written/electronic materials
 - Coordinate and/or respond to inquiries and requests for information
 - Manage professional development needs and counsel staff on career opportunities
- Performs other related duties
 - Produce and manage effective project requirements and service contracts within budget
 - Serve in the absence of the director

ORGANIZATION CHART:

(see attached)

APPROVED:

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE



ORDER IN COUNCIL JOB DESCRIPTION

JOB TITLE: Public Affairs Officer	LEADERSHIP ROLE: Applied	CHIPS POS NUM: Various
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications
SUPERVISORS TITLE: Communications Director	LEADERSHIP ROLE: Strategic	CHIPS POS NUM: Various

PROGRAM:

Government Communications and Public Engagement (GCPE) is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. GCPE leads and coordinates government communications through its four divisions: Communications and Media Relations, Communications Support Services, Strategic Planning and Public Engagement; and, Corporate Services.

The Communications and Media Relations Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

The Public Affairs Officer reports to the Communications Director and is accountable to the Communications Manager. This position provides a range of professional communications expertise and services on behalf of its assigned ministry. The incumbent prepares a variety of written communications products. This position helps execute communication plans. The position also provides issues management, event coordination, and media monitoring/media relations expertise.

NATURE OF WORK AND POSITION LINKS:

The Public Affairs Officer works closely with Ministry program staff, the communications director, and with other GCPE staff. The Public Affairs Officer utilizes skills in plain language writing, issues management, and media relations, as well as superior editing skills to produce communications products in an analytical, time-sensitive, team-driven and highly confidential environment.

Position links:

- Ministers - to provide advice and recommended responses to public issues
- Ministry executive - to provide advice and direction regarding internal and external ministry communication plans
- Premier's Office staff - regarding issues management and cross-government communications
- Communications Support Services, GCPE Centre - to negotiate delivery of services on behalf of the ministry
- Corporate Services, GCPE Centre – for operations support services
- Public - for event coordination/public announcement services

SPECIFIC ACCOUNTABILITIES:

- Research, coordinate and administer internal/external communication projects and services:

ORDER IN COUNCIL JOB DESCRIPTION

- Research and develop a variety of communications materials including news releases, articles, editorials, publications and other written communications products
 - Plan, coordinate and execute special projects, displays, events, minister's tours, etc.
 - Assess communications programs, report findings and recommend improvements
 - Implement approved communication programs and strategic plans, and help assemble necessary resources
 - Undertake highly sensitive ministry-wide communications assignments
 - Prepare briefing materials, fact sheets, etc.
 - Mentor and guide other communications officers as the opportunity arises
- Research, coordinate and prepare information materials:
 - Write, edit, proofread, design, produce and distribute ministry written products/web materials
 - Write and coordinate speeches, briefing notes, and media articles for the minister and senior staff
 - Coordinate other related communication services:
 - Conduct issues management by identifying issues or potential issues
 - Provide advice on response to issues; and prepare issues notes and public/media statements for use in responding to public or media reaction to issues
 - Provide advice to non-communications staff on communications projects
 - Identify target audiences and media outlets to maximize impact of announcements
 - Prepare cost estimates for communications products/services
 - Conduct media monitoring which could also include transcription
 - Produce presentations including power point presentations
 - Perform other duties as required

ORGANIZATION CHART:

(see attached)

APPROVED:

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE



Order in Council Job Description

JOB TITLE: Manager, Media Relations Unit	LEADERSHIP ROLE: Business	CHIPS POS NUM: 88161
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications and Media Relations
SUPERVISORS TITLE: Assistant Deputy Minister, Communications and Media Relations	LEADERSHIP ROLE: Strategic	CHIPS POS NUM: 74628

Program:

The British Columbia Government Communications and Public Engagement is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. The Government Communications and Public Engagement leads and coordinates government communications through its four divisions: Strategic Planning and Public Engagement, Communications and Media Relations, Communications Support Services and Corporate Services

The Communications and Media Relations Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

Reporting to the Assistant Deputy Minister, Communications and Media Relations, the Manager, Media Relations is responsible for the provision of provincial, regional and multicultural media relations; and, for supplementing and enhancing media relations conducted at the ministry level.

NATURE OF WORK AND POSITION LINKS:

Several employees support this position (media relations officers in Victoria, Vancouver and Prince George) that deliver specialized services on behalf of government communications.

Position Links:

- Ministers - to ensure public information gets to the media; that issues arising in coverage are dealt with quickly; and that major events are managed centrally
- Assistant Deputy Minister, Communications and Media Relations - to maintain daily contact for advice and direction in these areas
- Communications Directors - to ensure services provided centrally supplement, without duplicating, the services delivered at the ministries; and that the centrally-provided services meet the priorities of government
- Other senior government officials and contractors - to work with a variety of senior officials and contractors in the delivery of media relations and provincial emergency communications support
- Subordinates - supervises a number of media relations officers within the unit
- General environment - this position operates in a high profile, politically sensitive environment, adding a dimension to problem solving, service-delivery and decision-making. Failure to consider the impact of decisions and direction offered in light of this environment could cause embarrassment for the Premier, Ministers and/or government as a whole

Order in Council Job Description

SPECIFIC ACCOUNTABILITIES:

- Coordinates the provision of media relations support to ministries on a 24/7 basis, as required on demand, to ensure the provincial, regional and multicultural media always receive the information they need in the most appropriate way possible. (This is meant to supplement the current media relations capacity in the ministries.)
- This position will coordinate media relations for major media events and in day-to-day relations with the regional and multicultural media.
- This unit also establishes and maintains a close working relationship with press gallery and radio room reporters on a daily basis.
- Manages the media relations unit – including GCPE’s Vancouver-based multicultural media relations officers -- which supplements and enhances media relations conducted by the communications offices, to ensure all breaking issues are identified for quick response.
- Provides input into GCPE planning processes.
- Supervises and conducts performance reviews for staff.
- Ensures client feedback mechanisms are in place to evaluate communications services.
- Supports a stimulating and rewarding work environment for Government Communications and Public Engagement Staff.
- Performs other duties as requested.

ORGANIZATION CHART:

(see attached)

APPROVED:

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE



Order in Council Job Description

JOB TITLE: Online Editor	LEADERSHIP ROLE: Applied	CHIPS POS NUM: Various
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications and Media Relations
SUPERVISORS TITLE: Manager, Media Monitoring Services	LEADERSHIP ROLE: Business	CHIPS POS NUM: 74811

PROGRAM:

The British Columbia Government Communications and Public Engagement is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. The Government Communications and Public Engagement leads and coordinates government communications through its four divisions: Strategic Planning and Public Engagement, Communications and Media Relations, Communications Support Services and Corporate Services.

The Communications and Media Relations Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

Media Monitoring Services provides ongoing monitoring of provincial and national news media, covering major issues and providing a synopsis of coverage for use by the Premier's Office, Ministers' offices, Ministry executives, caucus members and government communications and issues management staff, including Crown corporations and independent offices of the Legislature.

Under the direction of the Manager, this position: identifies items of significance to the Government of BC; selects both print and broadcast news items for publication in Today's News and on Today's News Online; catalogues, records and archives material; and carries out archival research. The Online Editor also provides technical support for clients including trouble-shooting support for the Media Monitoring Services system.

This position determines the appropriate government recipients for specific media coverage. This requires the editor to be knowledgeable of issues facing and of interest to government, as well as government initiatives and programs to properly select and identify items of significance. Because of the hours of work, ranging anywhere from 4:00 a.m. to 10:00 p.m. to 24-hour support, the Online Editor must often work without supervision to complete the necessary content preparation. The incumbent must also be familiar with the mandates of each ministry, agency and commission. As well, the Online Editor must understand the theory of communications in order to identify potential issues of concern raised in media coverage.

The incumbent must have strong writing/editing skills and good working knowledge of technical platforms in order to prepare complete and correct news summaries under tight time-constraints.

Order in Council Job Description

On occasion, the Online Editor will be required to perform duties outside normal working hours to respond to developing issues or to high-profile events.

NATURE OF WORK AND POSITION LINKS:

The Online Editor analyses news content for items of significance to the provincial government and its agencies and corporations, and posts these items in an electronic and / or print format. This position directs the results of media monitoring to applicable Premier's Office and senior Government Communications and Public Engagement staff quickly and efficiently. The Online Editor works independently to assess issues and prioritise work load, while creating documents, CDs, and videos as requested. The incumbent must possess strong multi-tasking, editing/writing, and computer skills (Macintosh and Windows); knowledge of provincial politics and policies and a working understanding of the structure of the provincial government. The work environment is fast-paced and technical, requires tremendous attention to detail with regards to media scrutiny, and functions under tight time-constraints. Editors work variable hours, from 4:00 a.m. to 10:00 p.m.

Position Links:

- Manager - to take direction from and work with to create print and electronic media.
- Minister's office and Premier's office staff - to respond to need for quality, accurate and timely media monitoring products (both print and electronic), including: various electronic formats, CDs, DVDs, as required.
- Other Media Monitoring Services staff - to ensure no duplication of stories occurs, to keep abreast of current issues.
- Audiovisual technician - to liaise with on requests for archive material, media broadcast, client requests, press theatre, etc.
- Service Supplier and print media (Info-mart, Globe & Mail, etc.) - to identify and process contracted products including various print sources.
- Tech support - to elevate technical and/or system problems; and perform minor troubleshooting tasks.

SPECIFIC ACCOUNTABILITIES:

1. Electronic content preparation

Identifies items of significance to the Government of BC, selects and digitizes print and broadcast news items for publication in Today's News and on Today's News Online's home page by:

- a) Surveying electronic media and drafting selections in a comprehensive and timely manner.
- b) Drafting concise summaries that encapsulate all key elements of the monitored media.
- c) Identifying stories that appear throughout the day in print, radio, Internet and television news items that may impact government's activities, and posting them to the home page. The incumbent uses judgment and discretion in determining which events may have an impact on government's activities and are therefore relevant.
- d) Clipping and posting items from scheduled newscasts, programs and editorials including for one-time-only items from other media (e.g. foreign press items).
- e) Identifying government recipients most affected by a given news item and forwarding them accordingly.

Order in Council Job Description

- f) Naming and describing electronic clippings, considering the requirements of the audio-visual archive system.
- g) Transcribing identified audio/video content and posting to the Today's News Online site.
- h) Produce and distribute concise transcripts of television and radio newscasts for the Premier's Office, Ministers and communications staff.
- i) Carrying out research assignments on media trends, etc.

2. Technical Support for Today's News System

Provides technical support and assistance by:

- a) Assisting the producer of the Today's News hardcopy in resolving technical problems, which may develop (importation problems; program file changes; criteria changes, etc. between programs)
- b) Monitoring all computer systems to ensure that unnecessary service disruptions to clients are eliminated (regularly monitor the system and files to ensure smooth, unproblematic operation)

3. Technical Support for Today's News Clients

Answering queries regarding technical issues or access to the service.

ORGANIZATION CHART:

(See attached)

APPROVED:

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE



Order in Council Job Description

JOB TITLE: Media Monitoring Assistant	LEADERSHIP ROLE: Applied	CHIPS POS NUM: 79712
BRANCH / REGION / DISTRICT: Government Communications and Public Engagement, Victoria		DIVISION: Communications and Media Relations Division
SUPERVISORS TITLE: Manager, Media Monitoring Services	LEADERSHIP ROLE: Business	CHIPS POS NUM: 74811

PROGRAM:

The British Columbia Government Communications and Public Engagement is a dynamic, progressive organization that supports the government in its ongoing dialogue with British Columbians. The Government Communications and Public Engagement leads and coordinates government communications through its four divisions: Strategic Planning and Public Engagement, Communications and Media Relations, Communications Support Services and Corporate Services

The Communications and Media Relations Division provides advice and staff to support the communications needs of ministries including issues management, regional communications and on-the-ground event support as well as media relations and emergency communications.

PURPOSE OF POSITION:

The Media Monitoring Services provides ongoing monitoring of provincial and national news media, covering major issues and providing a synopsis of this coverage for use by the Premier's Office, Ministers' offices, caucus members and government communications and issues management staff, including Crown corporations.

Under the direction of the Manager, Media Monitoring Services, this position provides clerical and administrative support to the Today's News Online Editors. The incumbent should be knowledgeable of issues facing government, as well as of government initiatives and programs.

NATURE OF WORK AND POSITION LINKS:

The Media Monitoring Assistant assists the Media Monitoring Services team with clerical and administrative duties necessary for the analysis and timely distribution of news content to the provincial government and its agencies and corporations. The incumbent must possess strong multi-tasking, editing/writing, and computer skills; knowledge of provincial politics and policies and a working understanding of the structure of the provincial government. The work environment is fast-paced and technical, and functions under tight time-constraints. Occasionally, the Media Monitoring Assistant must work without direct supervision

Position Links:

- Manager, Media Monitoring Services - to take direction from and work with to create print and electronic media as requested.
- Online Editors - to support team in efficient distribution of electronic and print media, through various clerical and administrative duties, as required.
- Minister's office and Premier's office staff - to support Media Monitoring Services team in responding to the need for quality, correct and timely copies of print and electronic media.



Order in Council Job Description

- Other Online staff - to keep abreast of current issues.
- Audiovisual technician - to liase with on requests for archiving, electronic broadcast, press theatre, etc.
- Tech support - to maintain on going operation of technology and equipment.

SPECIFIC ACCOUNTABILITIES:

- Processing faxed news stories received from Government Agents,
- Technical Support for Today's News System
- Providing clerical and administrative support, as required
- Answering queries regarding access to the service for Today's News Clients.
- Transcribing electronic media, as required.

ORGANIZATION CHART:

(see attached)

APPROVED

INCUMBENT	DATE RECEIVED
IMMEDIATE EXCLUDED MANAGER	DATE APPROVED
HUMAN RESOURCE OFFICER	DATE EFFECTIVE