|  |
| --- |
| **Communications and Marketing Officer (IS-02)** |
| Internal or External Process |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | **ESSENTIAL QUALIFICATIONS** | |
|  | | | **Education** | |
| **Mandatory** | | | * Degree from a recognized university or an acceptable combination of education, training and/or experience may serve as an alternative to university graduation at the manager's discretion | |
|  | | | **Experience** | |
| **Mandatory** | | | * Experience in writing and revising communications or marketing texts | |
|  | | | **Knowledge** | |
| **Mandatory** | | | * Knowledge of the Government of Canada's communications policies and practices | |
|  | | | **Abilities** | |
| **Mandatory** | | | * Diagnostic Information Gathering * Planning and Organizing * Communication * Using Technology | |
|  | | | **Personal Suitability** | |
| **Mandatory** | | | * Dependability * Client Focus * Initiative * Working with Others | |
|  | | | **Official Language Proficiency** | |
| **Mandatory choice** | | | * English Essential * French Essential * English or French Essential * Bilingual Imperative – Level: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Bilingual Non-Imperative – Level: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
|  | | **ASSET QUALIFICATIONS** | | |
|  | | **Experience** | | |
| Any of the following qualifiers can be used for experience factors within the assets qualifications section: **Experience**; **Experience with good results**; **Recent experience**; **Recent experience with good results**; **Significant experience**; **Significant experience with good results**; **Recent and significant experience**; **Recent and significant experience with good results**. Please refer to the Users Guide: Standardized Statement of Merit Criteria & Conditions of Employment for more information about qualifiers. | | |
| **Optional choice** | | * in media relations * in writing, editing and desktop/web publishing communications and marketing related products * in using microcomputer applications including MS Word and PowerPoint * related to video, audio, photographic technology and exhibit set-up * in providing communications or marketing advice and guidance to clients in identifying their needs for developing plans, strategies and products * in using technology for writing communications or marketing texts * related to desk-top and web publishing | | |
|  | | **Knowledge** | | |
| **Optional choice** | | * Knowing our business * Knowledge of principles and practices pertaining to the communications field * Knowledge of project management principles, practices and tools * Knowledge of the structure, operations and decision making process of the Government of Canada | | |
|  | | **Abilities** | | |
| **Optional choice** | | * Written communication * Applying Principles and Procedures * Consulting * Presentation Skills * Relationship Building * Thinking Skills | | |
|  | | **Personal Suitability** | | |
| **Optional choice** | | * Judgement * Interpersonal Awareness * Results Orientation * Changing and Learning * Positive Attitude | | |
|  | | **OPERATIONAL REQUIREMENTS** | | |
| **Optional choice** | | * Willing and able to work overtime * Willing and able to travel | | |
|  | **ORGANIZATIONAL NEEDS** | | | |
| **Optional choice** | * In order to achieve a representative workforce, selection may be based on qualified candidates self-identifying (at time of application) as being: * a member of visible minority group * an aboriginal person * a person with a disability * a woman | | | |
|  | | | | **CONDITIONS OF EMPLOYMENT** |
|  | | | | **Reliability and Security** |
| **Mandatory** | | | | * Reliability Status |