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

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|  | **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
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