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| **Communications and Marketing Advisor (IS-03)** |
| 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 and/or marketing documents * Experience in contributing to and/or implementing communication and/or marketing plans * Experience in coordinating communication projects and/or events that include multiple communications products and services. For example this might include but is not limited to: news releases, backgrounders, web writing, speaking notes, fact sheets, brochures, articles, web site development, advertising, public opinion research, media relations, exhibits, and event coordination |
|  | **Knowledge** |
| **Mandatory** | * Knowledge of the government of Canada's communications policies and practices * Knowledge of the structure, operations and decision making process of the Government of Canada |
|  | **Abilities** |
| **Mandatory** | * Diagnostic Information Gathering * Planning and Organizing * Communication * Consulting * Using Technology |
|  | **Personal Suitability** |
| **Mandatory** | * Dependability * Client Focus * Initiative * Interpersonal Awareness * Results Orientation |
|  | **Official Language Proficiency** |
| **Mandatory choice** | * English Essential * French Essential * English or French Essential * Bilingual Imperative – Level: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Bilingual Non-Imperative – Level: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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|  | **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 coordinating web projects * in advertising * in graphic design layout/procedures and technology |
|  | **Knowledge** |
| **Optional choice** | * Knowing our business * Knowledge of project management principles, practices and tools * Knowledge of principles and practices pertaining to the communications field * Knowledge of public consultations and citizen engagement |
|  | **Abilities** |
| **Optional choice** | * Written communication * Applying Principles and Procedures * Presentation Skills * Relationship Building * Thinking Skills * Facilitation Skills |
|  | **Personal Suitability** |
| **Optional choice** | * Judgement * Changing and Learning * Positive Attitude * Working with Others * Influence |

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|  | | **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 |