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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
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|  | **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
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|  | **CONDITIONS OF EMPLOYMENT** |
|  | **Reliability and Security** |
| **Mandatory** | * Reliability Status
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