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| **Communications and Marketing Consultant (IS-04)** |
| 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 providing advice to senior management
* Experience in communications strategic planning or major project management
* Experience in organizing events in a multi-stakeholder environment
* Experience in writing a variety of communications products such as speaking notes, speeches, briefing documents, backgrounders, fact sheets, questions and answers, news releases, brochures, presentations, etc.
 |
|  | **Knowledge** |
| **Mandatory** | * Knowledge of the government of Canada's communications policies and practices
* Knowledge of project management principles, practices and tools
 |
|  | **Abilities** |
| **Mandatory** | * Strategic and Analytical Thinking
* Written communication
* Planning and Organizing
* Relationship Building
* Communication
 |
|  | **Personal Suitability** |
| **Mandatory** | * Dependability
* Client Focus
* Influence
* Judgement
* 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 supervision
* in the design, development, implementation, and administration of an Internet site
* in media relations
* in publishing and website development and management
* in advertising and/or public opinion research
* as the working unit subject matter expert in graphic design layout/procedures and technology
 |
|  | **Knowledge** |
| **Optional choice** | * Knowing our business
* Knowledge of principles and practices pertaining to the communications field
* Knowledge of the structure, operations and decision making process of the Government of Canada
* Knowledge of public consultations and citizen engagement
 |
|  | **Abilities** |
| **Optional choice** | * Consulting
* Presentation Skills
* Thinking Skills
* Facilitation Skills
* Diagnostic Information Gathering
* Using Technology
 |
|  | **Personal Suitability** |
| **Optional choice** | * Changing and Learning
* Positive Attitude
* Initiative
* Working with Others
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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
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