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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 |