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| **Communications and Marketing Manager (IS-05)** |
| 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 strategic and practical communications or marketing advice to senior managers and clients * Experience in the development, implementation and evaluation of corporate, internal and external communications programs * Experience in media relations and management of sensitive/critical issues where the organization’s reputation is at risk |
|  | **Knowledge** |
| **Mandatory** | * Knowledge of the Government of Canada's communications policies and practices * Knowledge of principles, policies and practices related to the management of human resources, finance, procurement and government information in the Federal Public Service |
|  | **Abilities** |
| **Mandatory** | * Management Excellence * Strategic and Analytical Thinking * Communication * Relationship Building * Values and Ethics |
|  | **Personal Suitability** |
| **Mandatory** | * Dependability * Engagement * Influence |
|  | **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 planning and conducting market research or public opinion research * in the design, development, implementation, and administration of an Internet site * in media relations and in carrying out the functions of an organizational/departmental/agency spokesperson * in developing marketing research or advertising plans and strategies * as the working unit subject matter expert in publishing and graphic design |
|  | **Knowledge** |
| **Optional choice** | * Knowledge of the structure, operations and decision making process of the Government of Canada * Knowledge of public consultations and citizen engagement * Knowledge of principles and practices pertaining to the communications field * Knowledge of project management principles, practices and tools * Knowing our business |
|  | **Abilities** |
| **Optional choice** | * Consulting * Presentation Skills * Thinking Skills * Facilitation Skills * Written communication * Using Technology * Planning and Organizing |
|  | **Personal Suitability** |
| **Optional choice** | * Judgement * Results Orientation * Changing and Learning * Positive Attitude * Initiative * Working with Others * Interpersonal Awareness * Client Focus |

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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 |