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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
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|  | **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
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|  | **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
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|  | **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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