



NTI JOB DESCRIPTION

GENERAL INFORMATION	
Job Title	Manager, Communications
Division	Communications
Title of Supervisor	Director, Communications
Location of position	Iqaluit
Region	
Hay Point Rating	
Effective Date	August 16, 2023

NTI MISSION STATEMENT
<i>INUIT ECONOMIC, SOCIAL AND CULTURAL WELL-BEING THROUGH THE IMPLEMENTATION OF THE NUNAVUT AGREEMENT</i>
POSITION PURPOSE
The Manager of Communications at Nunavut Tunngavik Incorporated (NTI) plays a key role in advancing NTI's Mission and goals by orchestrating comprehensive, integrated communication strategies that enhance the organization's reputation, promote key messages, and elevate its brand presence. This role serves as the architect of strategic communication initiatives, collaborating with cross-functional teams and stakeholders to drive impactful engagement, foster relationships, and ensure alignment with NTI's overarching vision. A major component of this position includes supporting the <i>Qanuippitaa? National Inuit Health Survey</i> project's Nunavut Component.
A. ACCOUNTABILITY – Freedom to Act and Impact & Magnitude
Communication Strategy and Planning: • Develop and implement comprehensive, integrated communications strategies that effectively convey NTI's key messages, promote its goals, and elevate the organization's brand and reputation. • Formulate and execute issue-specific NTI communication plans, encompassing advertising, public relations, educational campaigns, publications, and presentation materials. • Provide strategic communication planning and implementation support to all NTI departments. • Collaborate in formulating and implementing short and long-term strategic development plans for NTI. • Offer critical counsel, leadership, and strategic communication insights senior management on matters affecting NTI's reputation, ensuring a positive organizational image. • Provide "early warnings" to senior management when relevant. • Transform intricate political or industry information into media-friendly updates consistent with NTI's strategy and messaging. • Demonstrate clear, decisive thinking and capacity to make complex, sensitive decisions under tight timelines.

Project Management:

- Lead the development of comprehensive communication project plans by translating strategic objectives into actionable steps, outlining communication activities, resource allocation, timelines, and budgets.
- Coordinate cross-functional teams and stakeholders to ensure seamless execution of communication initiatives.
- Monitor project progress, identifying potential bottlenecks and taking corrective actions to ensure timely and successful delivery.
- Implement project management tools and methodologies to enhance efficiency and collaboration.

Collaborative Alignment:

- Work closely with the Director of Communications to align communication strategies with NTI's overarching mission, departmental objectives, and strategic directives established by the Board.
- Participate in strategy meetings, providing insights and recommendations to ensure consistent messaging and goal alignment across all communication efforts.
- Foster collaboration and information sharing among different departments to achieve unified communication goals.

Integrated Messaging:

- Develop, maintain, and communicate an integrated communications calendar that synchronizes messaging across various communication channels, including social media, traditional media, publications, and events.
- Ensure coherence and consistency in messaging, branding, and visual identity across all communication platforms.
- Collaborate with relevant teams to align content creation and distribution with the integrated communications calendar.

Stakeholder Engagement:

- Identify key stakeholders, including government agencies, community leaders, media outlets, and Inuit organizations, and develop strategies to engage and build relationships with them.
- Organize and participate in meetings, events, and forums to enhance NTI's visibility, influence, and partnerships.
- Customize communication approaches to resonate with different stakeholder groups and address their specific needs and concerns.

Media Management:

- Craft key messages and coordinate responses to media inquiries in collaboration with the Director of Communications and relevant NTI representatives.
- Develop and nurture relationships with media outlets, journalists, and influencers to ensure accurate and favorable coverage of NTI's activities and initiatives.
- Prepare spokespersons for media interviews, providing training and guidance on messaging and communication strategies.

Content Development:

- Conduct thorough research to gather relevant information for communication materials, such as press releases, speeches, presentations, social media posts, articles, and annual reports.
- Draft and edit high-quality communication materials that effectively convey NTI's messages and align with its strategic goals.
- Oversee the review and approval process, ensuring accuracy, consistency, and compliance with NTI's communication standards.

Media Analysis:

- Monitor media coverage, including news articles, reports, and social media mentions, related to NTI and its initiatives.
- Analyze media sentiment and trends to provide actionable insights and recommendations to the Director of Communications and senior leadership.
- Generate regular reports summarizing media analysis findings and proposing strategic adjustments as needed.

Budget Oversight:

- Develop detailed budgets for communication and social media strategies, outlining anticipated expenses for various initiatives, campaigns, and projects.
- Seek approvals for budgets from relevant stakeholders, and monitor expenditures to ensure adherence to approved budgets.
- Optimize resource allocation and cost-effectiveness to achieve communication goals within budgetary constraints.

Compliance and Branding:

- Ensure strict adherence to NTI's communication policies, brand guidelines, and legal and ethical standards in all communication materials and activities.
- Review communication materials to confirm consistency with NTI's visual identity and messaging guidelines.
- Stay informed about relevant laws and regulations pertaining to communication, privacy, and data protection to ensure compliance.

Trend Awareness:

- Stay up-to-date with industry trends, best practices, and emerging technologies in communications and media.
- Continuously assess new communication tools, platforms, and strategies to enhance NTI's communication efforts and engagement with stakeholders.
- Provide forward-thinking and innovative recommendations to adapt NTI's communication strategies in response to evolving trends.

Team Management:

- Directly supervise communication team members, including the Coordinator of Communications and other relevant staff.
- Set performance goals, provide regular feedback, conduct performance evaluations, and support professional development initiatives for team members.
- Foster a collaborative and positive team environment that encourages creativity, innovation, and excellence in communication outcomes.

B. NTI COMPETENCIES– Magnitude and depth of expected behaviors

Action Management:

- Administers functions in a fair and ethical manner that brings maximum employment and benefit to the organization
- Provides clear direction to colleagues on objectives and timetables for work
- Explains to employees/colleagues how work expectations are aligned with employment goals
- Adopts effective work methods in order to develop excellence
- Is accountable for their decisions and performance

Adaptability and Flexibility:

- Respects differences in others' working style and priorities.
- Depicts a positive outlook when asked to do things differently.
- Accepts new people and their ideas.
- Coaches colleagues in how to juggle multiple tasks and priorities.
- Shifts unit's attention and priorities in response to the needs of the business.
- Is flexible: adapts to changes in priorities, assigned responsibilities and management styles.

Cooperation and Collaboration:

- Interacts and collaborates with all parties with an open mind in solution-seeking ways.
- Thinks and acts collaboratively to resolve conflict in consensus-building ways.
- Correctly interprets clues of wavering engagement in own team and acts to re-energize them.
- Fosters understanding and open communication between team members.
- Respects cross-cultural perspectives and differences.
- Develops a shared understanding amongst others to arrive at decisions through consensus.

Effective Interactive Communication:

- Is curious about others: actively asks questions to gain a broader understanding of their perspective.
- Seeks to ensure that messages are clearly understood by all parties.
- Communicate well with staff and members, exhibiting excellent listening skills.
- Display confidence when dealing with people, with well-developed written and verbal communication skills.
- Is genuinely receptive to others' ideas and responds in ways that communicate respect of others.
- Uses tact and diplomacy in all communications.

Impact and Influence:

- Persuades others by carefully developing sound business cases.
- Fosters a climate of trust and respect during negotiations.
- Treats partners fairly, ethically and as valued allies during negotiations.
- Maintains composure and practices emotional restraint under difficult circumstances.
- Maintains a positive outlook and constructive attitude when faced with opposition.

Judgement/Analytical thinking:

- Looks at problems from different angles and considers alternative solutions before moving forward with a plan to resolve it.
- Draws on options and solutions from across NTI, not just from one's own area, to solve work problems.
- Anticipates the risks inherent in a suggested plan of action and devises appropriate mitigating strategies.
- Is an agile interpreter of guidelines: navigates ways around a wide range of guidelines.
- Ability to investigate issues and requirements, identify, and prioritize appropriate

Partnering and Relationship Building:

- Builds positive relationships based on respect and caring for others.
- Makes a conscious effort to maintain rapport with partners and communities.
- Builds effective work relationships through positive communication and outreach.
- Actively cultivates strong relationships with employees, clients, and partners.
- Looks for ways to add genuine value to partners and contacts.

Team Leadership:

- Makes sure employees have the necessary tools, resources and information to do their work;
- Empowers employees: assigns, decision-making authority to those most responsible for the outcome;
- Encourages employees to act autonomously and take calculated risks;
- Plans and organizes the team's work to improve delivery and performance;
- Works one on one with employees to better understand their strengths and contributions in their current role.

Inuit Qaujimajangit/Qaujimajatuqangit:

- Creates a welcoming and positive environment for others.
- Fosters good spirit by being open, welcoming and inclusive of new individuals.
- Places the needs of the group or community above his or her own interest.
- Promotes global connections between people through sharing in just and equitable ways.
- Views local and global issues as being overlapping, interdependent and dynamic, and uses this information when making decisions.
- Uses information and knowledge to improve society and the well-being of people around him or her.
- Is resourceful and seeks solutions through creativity, adaptability, and flexibility.
- Is flexible in responding to a rapidly changing world to improve the context in which Inuit live.
- Participates actively and enthusiastically in activities that help build the strength of the Inuit of Nunavut

C. KNOWLEDGE, SKILLS AND ABILITIES - Managerial Know-How/Integration; practical/technical work and Human Relations/Communication Skills

- Spoken and written Inuktitut/Innuinaqtun language is desirable and the willingness to learn is required.
- Bachelor's degree in communications, public relations, journalism, marketing, or a related field. A combination of education and relevant experience will also be considered.
- Proven experience (7+ years) in developing and implementing successful internal and external communications strategies, preferably within a nonprofit, governmental, or Indigenous organization.
- Strong understanding of Nunavut's cultural context, Inuit history, and Indigenous Rights.
- Excellent written and verbal communication skills, with the ability to convey complex information clearly and effectively to diverse audiences.
- Demonstrated experience in managing a team of communication professionals and coordinating their activities to meet organizational goals.
- Proficiency in digital communication platforms, social media management, content creation, and website management.
- Strong relationship-building skills, with the ability to establish and maintain effective partnerships with internal and external stakeholders.
- Experience in crisis communication and issues management is an asset.

D. PROBLEM SOLVING, DECISION MAKING, KEY ISSUES AND THINKING CHALLENGES/ENVIRONMENT

Incumbent requires knowledge of the NTI Mission; corporate and organizational culture; NTI and RIA Bylaws, Policies and Procedures related to specific files; Federal and Nunavut Territorial related Acts, Legislation, Regulation, Policies, Procedures and Guidelines.

E. WORKING CONDITIONS

Physical Effort: *The combination of intensity, duration, and frequency of physical activity such as standing, sitting, bending, lifting, and/or working in awkward or constrained physical positions.*

- Occasional lifting of papers and boxes;
- Frequent duty travel;
- Travel to communities in inclement weather;
- Frequent short notice deadlines;
- Politically sensitive issues may add to stress.

Physical Environment: *The combination of intensity, duration and frequency of exposure to factors in the environment such as exposure to disagreeable conditions such as dust, noise, extreme heat or cold, and/or exposure to health or accidental hazards.*

Work in office environments. Frequently required to travel in Nunavut, and sometimes across Inuit Nunangat and Canada.

Sensory Attention: *The combination of intensity, duration, and frequency of concentration required such as sustained attention required for tasks such as analyzing complex documents, effecting repairs where precision is important, and/or intense listening.*

- Reading detailed documents, studying and researching;
- Focused listening;
- Long-term computer use may cause eyestrain, back and wrist pain.

Mental Stress: *The combination of intensity, duration, and frequency of exposure to physical and environmental factors such as tight deadlines, competing pressures, unpleasant public or client contacts, and/or disruption of personal life due to work, or travel.*

- Long-term computer use;
- Preparing reports against deadlines will cause stress;
- Deadlines will cause overtime;
- Disruptions in life style caused by work schedules or travel requirements;
- Reporting and responding to urgent requirements may cause stress.

CERTIFICATION	
_____ Employee Signature	_____ Supervisor Title
_____ Employee Name (Print)	_____ Director of Human Resources
_____ Date	_____ Date
I certify that I have read and understand the responsibilities assigned to this position, and I certify that this is an accurate description of the responsibilities assigned to this position.	

Attach an updated Organizational Chart for the Department