



## JOB DESCRIPTION

Job Title: Senior Communications Advisor Position # 98-08  
 Employment Status: Vacant Effective Date: May 2024  
 Status: Permanent Bargaining Unit: Yes  No  
 Supervisor's Title: Manager, Community Relations Department: Partnerships and Business Services

### POSITION PURPOSE

Provide leadership and expertise in the development and implementation of strategic communications, marketing, community engagement, and project and customer communications for Yukon Energy.

### DESCRIPTION

1. Strategic Communications:
  - Develops and delivers comprehensive marketing and communications strategies for individual projects, issues, and business opportunities. Measures effectiveness of all strategies.
  - Works with contractors and agencies to develop communication plans that resonate with Yukoners.
  - Develops energy-literacy pieces that explain what we do, project materials that explain what we're planning and why it matters, and marketing campaigns that inspire people about where we are going.
  - Researches and understands policy, regulatory and industry issues and opportunities to ensure communications to community and stakeholders are relevant, timely and effective.
  - Researches, writes, and produces compelling reports, brochures, presentations, displays, ads, news articles, web and social content, news releases, speeches, briefing notes, and videos.
  - Prepares and updates Ministerial briefing notes.
  - Develops and maintains a current library of photographs, videos, and other graphic elements for use in various mediums and projects.
  - Develops and manages the planning and administration of the Communication's department operating and capital budgets and ensures that effective procedures are in place to monitor and control finances in compliance with corporate financial policies and procedures.
  - Ensures our brand, including both our voice and visual identity, is consistently implemented in all of our materials.
  
2. Community Engagement:
  - Supports the Manager, Community Relations in developing materials that speak to the energy topics that matter most to Yukoners and strengthens our relationships with the communities and customers we serve.



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- Participates in public engagement, social marketing, and outreach activities about a number of corporate activities and projects.
- Coordinates requests from schools for classroom tours of Yukon Energy's facilities. Leads tours or arranges for other staff to conduct them. Periodically visits classrooms to make electricity-related presentations to students.

### 3. Media Relations and Crisis Communications:

- Acts as the first point of contact for all media requests.
- Collaborates with Yukon Energy's President and Senior Management to respond to media inquiries.
- Develops and maintains relationships with media outlets across the Yukon and the North.
- Writes news releases, media advisories and issues briefs, facilitates media requests, and plans press activities.
- Develops annual on-call schedule. Participates in the rotating after-hours media on-call team, monitoring and responding to media and public inquiries as needed.
- Provides leadership and expertise during crisis communication. Liaises with Yukon government Emergency Measure Organization (EMO), ATCO Electric Yukon and other stakeholders during emergencies.
- Works closely with Senior Management to anticipate issues, gather, and disseminate information to the media, stakeholders, and members of the public, and to Yukon Energy's internal audiences (Minister, Board of Directors, staff)
- Drafts responses to public inquiries about Yukon Energy projects and initiatives.

### 4. Web/Social Media:

- Develop strategies and content to increase awareness of Yukon Energy's initiatives and to develop a positive online presence for the Corporation.
- Enhances and regularly updates Yukon Energy's online presence, including the corporate website and our Facebook, Twitter, YouTube, and LinkedIn channels.
- Monitors social media discussions and responds, when appropriate, to online questions and comments.

### 5. Manager, Whitehorse Rapids Fishladder:

- Oversees operations and programming at the Fishladder, including First Nations programming, in collaboration with the Yukon Fish and Game Association and Yukon First Nations.
- Hires contractors for various elements of the Fishladder's operation.
- Liases between contractors and various Yukon Energy departments.
- Develops interpretive signage, materials/displays, and advertising.
- Assists in plans for the future development of the Fishladder.

### 6. Internal Communications:

- Establishes and maintains effective working relationships with all staff.
- Manages and writes content for Yukon Energy's SharePoint homepage and other employee communications.



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- Develops plans and creates content about employee initiatives, programs, and activities.
  - Manages Yukon Energy's corporate clothing budget and orders corporate clothing and promotional materials, as appropriate.
  - Manages Yukon Energy's annual employee and board giving campaigns.
7. Maintains the confidentiality of all Corporation information. Adheres to the Corporation's high safety standards and all policies, procedures, and guidelines.
8. Other related duties.

### WORKING CONDITIONS

The majority of the work is performed under normal office conditions with frequent internal and external meetings. Work pressures and demands require work outside of normal office hours. Participates on a rotating on-call schedule to respond to customer and media questions after hours and on weekends. Attends community meetings during the occasional evening and weekend. Some travel to communities across the Yukon is required. Must maintain the confidentiality of all corporate information. Adheres to all corporate policies, procedures, and guidelines.

### EDUCATION AND EXPERIENCE

- A degree or diploma in Communications, Public Relations, or a related field.
- 7 - 10 + years of progressive experience in marketing, corporate communications, community engagement or public relations, preferably in the utilities industry, or an equivalent combination of education and experience.
- Experience working with media and serving as a company spokesperson.
- Experience working in a customer service delivery model.
- Professional membership with CPRS / IABC or other related professional association would be an asset.

### KNOWLEDGE AND SKILLS

- A high level of interpersonal communication skills
- Ability to develop and maintain strong relationships with cross-functional colleagues and leadership teams to align on shared goals and strategies.
- Skillful communication practitioner with excellent editorial and listening skills and the ability to conceptualize, structure and write compelling copies for brochures, presentations, online, newspaper and broadcast media, and corporate reports.
- Well-developed project management skills to equip working under tight deadlines while managing multiple customer demands and priorities.
- Broad knowledge of print, radio, video, and online technologies and skilled in the use of Windows based software, communication, and presentation software such as ExpressionEngine, SharePoint and SmartSheet.



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- Ability to establish and maintain effective ongoing contact with staff, customers, community representatives, and the media to facilitate the development and delivery of communication, marketing, and engagement programs.
- A comprehensive understanding of local, regional, and northern political and social economic conditions and values.
- A strong understanding of local First Nations world views and cultural practices.
- Ability to work and maintain accuracy under pressure and to meet critical deadlines.
- Knowledge of administrative and financial planning procedures to coordinate activities and to develop, implement and monitor program plans and operating budgets.
- Solid organizational skills.
- High attention to detail and well organized.
- Analytical mindset.
- A valid class 5 driver's licence.

### GENERAL COMPETENCIES

- **Communication and influencing:** the ability to express oneself clearly in conversations and interactions with others, as well as in writing; the ability to plan and deliver oral and written communications that make an impact on their intended audiences and that impart information in a clear and concise way.
- **Integrity and Respect:** values and provides authentic, evidence-based advice, holds self and the organization to the highest ethical and professional standards, implements practices to advance an inclusive organization, respectful of the diversity of people and their skills and free from harassment and discrimination. Exemplifies impartial decision-making.
- **Problem solving:** the ability to identify and gather the information needed to clarify a situation; the ability to tackle a problem in a holistic way; the ability to anticipate the implications and consequences of situations and prepare communications material accordingly.
- **Accountability:** Takes personal ownership and responsibility for the quality and timeliness of work commitments. Follows organizational guidelines, professional standards, regulations, and principles. Demonstrates reliability and integrity on a daily basis. Sets clear goals and tracks progress against those goals.
- **Interpersonal awareness:** the ability to notice, interpret and anticipate others' concerns and feelings, and to use that awareness in all communications.
- **Adaptability:** Adapts and responds to changing conditions, priorities, technologies, and requirements. Recognizes new information and ideas with a willingness to alter opinions and behaviours. Applies versatility, reasoning, and innovativeness in the face of change. Ability to comfortably collaborate in a variety of situations and with diverse individuals.
- **Building collaborative relationships:** the ability to develop, maintain and strengthen partnerships with others inside and outside of Yukon Energy.
- **Stress management:** the ability to keep functioning effectively when under pressure and maintain self-control in the face of hostility or provocation.
- **Technical expertise:** the ability to show depth of knowledge and skill in a technical area.



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- Identifies client's needs and oversees the delivery of customer service in a cost-effective manner.