

JOB DESCRIPTION

Job Title: Manager, Communication **Position #** 98-05

Incumbent: Janet Patterson **Effective Date:** July 2006

Employment Status: Permanent **Bargaining Unit:** Yes ☒ No

Supervisor's Title: Vice President **Department:** President & CEO

Subordinate Positions: N/A

SUMMARY

Under the supervision of the Vice President, Manager, Communication provides strategic direction, and overall management of corporate communications, stakeholder and public engagement, and marketing for Yukon Energy. This includes being a public spokesperson, developing communications and engagement strategies, comprehensive writing, presentation and speech development, community events and related activities. It also includes directing/overseeing the operations at the Whitehorse Rapids Fish Ladder visitors' centre. Develops and manages the communications O&M and capital budget. All work shall be carried out and properly documented in accordance with Yukon Energy's policies, guidelines and procedures.

DESCRIPTION

1. Corporate/Strategic Communications:
 - Provides leadership and expertise in developing and implementing strategic communications, engagement, and marketing for Yukon Energy.
 - Participates on the Senior Management team.
 - Prepares or assists management in writing speeches, position papers, and presentations on major policy or program issues/initiatives.
 - Provides internal support for Yukon Energy's projects and programs.
 - Prepares and updates Ministerial briefing notes.
 - Compiles and co-ordinates publication of YEC's annual report.
 - Works with contractors/agencies to develop advertising, program materials, and social marketing campaigns.
 - 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.
2. Crisis Communications:
 - Provides leadership and expertise during crisis communication.

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- Works closely with Senior Management, Operations, and Human Resources to anticipate issues, gather and disseminate information to the media, stakeholders and members of the public, and to YEC's internal audiences (Minister, Board of Directors, staff).
3. Community and First Nations Relations/Outreach:
 - Uses an integrated and consolidated approach to plan, develop and lead public and stakeholder engagement, social marketing, and outreach.
 - Provides expertise, communications assistance and project support on First Nations' engagement and partnerships.
 - Develops marketing initiatives to support business development and ensure YEC maintains a high profile in the business community through proactive participation in conferences and trade shows.
 - Prepares and provides educational material to schools and periodically visits classrooms to make electricity-related presentations to students.
 - Coordinates requests from schools for classroom tours of the Whitehorse and Mayo generating facilities. Leads tours or arranges for other staff to conduct them.
 - Coordinates booths and participates in student job and science fairs.
 - Assists in administering Yukon Energy's sponsorship and corporate donations program and budget.
 4. Media Relations:
 - Fosters a positive relationship with the media, responding to reporters in a timely fashion, providing them with accurate information, monitoring media coverage as it relates to Yukon Energy, and following up with reporters in cases where their stories contain significant factual inaccuracies.
 - Acts as Yukon Energy's first point of contact for media outlets.
 - Along with the President of YEC, is media spokesperson for the Corporation.
 5. Web/Social Media Co-coordinator:
 - Oversees the development and maintenance of Yukon Energy's online presence, including the corporate website, inCharge website, and YEC's Facebook, Twitter, YouTube and LinkedIn sites.
 - Responsible for regularly updating the websites and social media sites, as well as the Corporation's internal staff blog.
 6. Manager, Whitehorse Rapids Fish Ladder:
 - Oversees operations and programming at the fish ladder, including First Nations programming, in collaboration with the Yukon Fish and Game Association, Kwanlin Dun First Nation, and Ta'an Kwach'an Council.
 - 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.
 - Key member of Yukon Energy team planning for the future development of the fish ladder.

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7. Internal Communications/Relations:
 - Establishes and maintains effective working relationships with staff in all Yukon Energy departments.
 - Manages YEC's staff blog.
 - Manages Yukon Energy's corporate clothing budget; orders corporate clothing as appropriate.
8. French Language Coordinator:
 - Works with the Yukon government's French Language Services Directorate (FLSD) to ensure appropriate materials are translated into French.
 - Manages the funding allocations provided to Yukon Energy by FLSD.
9. Maintains the confidentiality of all Corporation information. Adheres to the Corporation's high safety standards and all policies, procedures and guidelines.
10. Other related duties.

WORKING CONDITIONS

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. Must maintain the confidentiality of all corporate information. Adheres to all corporate policies, procedures and guidelines. Some travel and evening/week-end work is required.

EDUCATION AND EXPERIENCE

- Requires a degree in Communications, Public Relations, or Journalism.
- Several years of progressive experience which includes working in the media as well as marketing, corporate communication or public relations experience preferably in the utilities industry.

KNOWLEDGE AND SKILLS

- Requires a high level of interpersonal communication skills.
- Skillful communications practitioner with excellent editorial and listening skills and the ability to conceptualize, structure and write compelling copy for brochures, presentations, online, newspaper and broadcast media, and corporate reports.
- 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.
- Ability to establish and maintain effective on-going 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.

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- A strong understanding of local First Nation 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.
- A valid class 5 driver's license.

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.