



JOB DESCRIPTION	
POSITION TITLE:	Communications Officer
BUSINESS UNIT:	Halifax 2014 Commonwealth Games
DIVISION:	Communications & Partner Relations
REPORTS:	Director of Communications & Partner Relations
Approved:	Date:

**SUMMARY**

The Communications Officer is responsible for the coordination and implementation of internal and external communications for the Halifax 2014 Commonwealth Games International bid phase. This role requires an experienced and enthusiastic communications professional who is a strategic thinker, a relationship builder, a planner and an implementer, and a coordinator for the Commonwealth Games Committee.

**DUTIES AND RESPONSIBILITIES**

- Coordinate and implement a proactive public relations and public affairs strategy to communicate the positive attributes of hosting the 2014 Games, in consultation with the executive of the Halifax 2014 CGBC, the officials at all three levels of Government and stakeholders;
- Liaise and collaborate with multiple teams of stakeholders including the Province of Nova Scotia officials, Halifax Regional Municipality, the Federal Government, and Commonwealth Games Canada etc;
- Ensure a consistent message is shared with all audiences;
- Manage and implement media activity as required to increase the positive opinion of the Commonwealth Games. Develop and deliver responses for all public inquiries, issues, etc.;
- Execute public relations efforts to maximize the Halifax 2014 brand and build relationships with CG Association delegates to partner with Halifax in 2014.

- Provide special events planning and delivery designed to foster supportive working relationships, knowledge transfer and provide opportunity for the development of mentorship relations.
- Support the design and develop a visitors program around solid bid values that enhance positive relations, engage people and capture the desire to wish to work with Halifax leading up to the 2014 Halifax Games decision in November 2007.
- Prepare presentation content, materials and training needs as required to support Halifax 2014 executive and directors, as well as partners and supporters;
- Development and delivery of all public relations and communication materials, ensuring quality of content, production and delivery.
- Manage and direct outside suppliers and agencies in the delivery of communications and marketing campaigns, materials and events.
- Back-up spokesperson as required
- Assist the Director in the creation an image for Halifax 2014 that mirrors with complete fidelity, the International Commonwealth values and Halifax 2014 Vision, Mission, Values and Guiding Principles

## SUMMARY OF QUALIFICATIONS

### Education

Bachelor's Degree with focus in Public Relations, Journalism or Communication or equivalent experience

### Experience

- Previous experience working in a fast paced, multi-level, project-based environment with emphasis on time lines and delivery
- Possess 3-5 years of proven strategic communications planning and implementation experience, including employee communications, media relations, government affairs, community relations and event management;
- Proven ability in managing and implementing media and government relations strategies
- Demonstrated leadership, team building and supervisory skills
- Previous experience working with or in a communications/marketing agency environment

### Skills

- Exceptionally strong writing and project management skills
- Strong negotiation and communications skills
- Proven ability to make critical decisions independently without supervision
- Ability to work closely and cooperatively with internal and external associates
- Attention to detail and strong customer service focus
- Strong problem-solving skills
- Ability to work within an ever-changing environment with flexibility and acceptance
- Ability to work in a consultative and collaborative manner
- **Functional French is required**

## Competencies

**LEADERSHIP:** This is about motivating, developing and empowering people, giving them direction. It's about coaching and mentoring under pressure to meet service objectives. It is about dealing with difficult situations and having a flexible style that responds positively to individual people and situations (situational leadership). Leadership is also about creating an atmosphere conducive to positive thinking, where the team feel that issues can be raised and feel confident and have a sense of ownership. It is about supporting people and managing their performance effectively.

**POLITICAL & ORGANIZATIONAL AWARENESS:** This is about knowing and applying understanding to the context of local and international governments and the democratic process and some of the democratic realities through out the Commonwealth. It is about understanding the political sensitivities and the diverse customer base that we have. This means reacting appropriately and positively to both internal and external customers in a way that promotes good relationships and reflects the culture and values of Canada, Nova Scotia, and Halifax 2014. It is also about understanding how we do business as an organization.

**PROBLEM SOLVING:** This competency is about identifying the issues, exploring different options and actioning the outcome with the team. It's about applying problem solving skills to management of projects and programmes. It's about taking a step by step approach to solving a variety of problems. It is also about managing the team approach to this and encouraging contributions to establish innovative and creative solutions. This extends to managing performance issues by seeking the best solutions to address poor performance as well as the team's development.

**NETWORKING & INFLUENCING:** This is about recognizing the value of giving and receiving and about understanding your own role. It's about working flexibly and proactively, seeking partnership with others. It's about being able to look at the world from someone else's point of view. It is also about being able to build relationships, develop confidence, trust, persuade, convince, listen to and support, and gain commitment from everyone to achieve common goals, convince others. It is about identifying and achieving mutually beneficial and often common goals from a partner/stakeholder's perspective.

**ORGANIZATIONAL & PROJECT MANAGEMENT SKILLS:** This is about being able to prioritize and delegate appropriately. It's about forward planning and involving the team in the organization and delivery of the service. It's about contingency planning, making decisions, and recommendations and having in place appropriate communication mechanisms for change. This also includes identifying new resources and options for service delivery, and managing projects to a start and finish process. It's about understanding and helping to evolve Halifax 2014's culture, values, principles and goals.

**INTERPERSONAL SKILLS:** This is about the ability to interact effectively with others, to facilitate communications with individuals and groups and influence relationships and cultures. This is about being motivated to achieve, being self-aware, and conscious of how others perceive you. It is about being able to read a situation and adopt appropriate style and behaviour to deal with it. It is also about being assertive and challenging, having an open, flexible approach that generates confidence in your abilities. It is about often having to “think on your feet” and be honest and open about what can and cannot be achieved.

**COMMUNICATION:** This competency is about receiving, understanding, and delivering information to individuals, teams, groups, and partners/stakeholders. It is about listening, interpreting, and having a flexible style, delivering clear and concise messages with confidence. It is also about supporting employee’s concerns and making judgements and decisions. It is about maximizing information technology to aid effective communicating.

**PARTNER RELATIONS -FOCUSED SERVICE DELIVERY:** This competency is about continuously developing and improving services to partners/stakeholders and the publics with an interest in the Commonwealth Games, by listening and responding to their needs, pursuing innovation and quality in message delivery. It is about understanding our partners/stakeholder base, what we do with and for them, and how our strategies affect them. This competency also includes understanding the political sensitivity of the bid process and understanding the decision making process so that developments are focussed on our strategic outcomes and considered within the broad political framework.

**VALUING DIVERSITY:** Valuing Diversity is the ability to understand and respect the practices, customs and values of other individuals and cultures both here in Canada and throughout the Commonwealth family of nations. Sees diversity as beneficial to the organization, its goals and the communities affected by the bid. It implies the ability to work effectively with a wide cross-section of the community representing diverse backgrounds, cultures and socio-economic circumstances, and divergent goals.

RELATIONSHIPS/CONTACTS

Reports to: Director of Communications

Approved by:

Date
Incumbent:
Manager:
Director:
Senior Director: