



May 3, 2006

**DIRECTOR OF COMMUNICATIONS  
HALIFAX 2014  
COMMONWEALTH GAMES**

Halifax 2014 Commonwealth Games invites applications for the position of **Director of Communications**.

We are seeking a person who will provide leadership and overall management of internal and external communications for the Halifax 2014 Commonwealth Games International bid phase. The Director will be a strategist, a relationship builder, a coordinator and a spokesperson for the Commonwealth Games Committee and will be responsible for managing all relations and deliverables with internal and external stakeholders, partners and agencies.

You will be accountable for developing proactive public relations and public affairs strategy to communicate the positive attributes of hosting the 2014 Games, in consultation with the CEO of the Halifax 2014 CGBC, the officials at all three levels of Government and citizens. A key responsibility will be to liaise and collaborate with a team of stakeholders including the Province of Nova Scotia officials, Halifax Regional Municipality and the Federal Government, Commonwealth Games Canada etc. and ensure a consistent message is shared with all audiences. You will manage and direct media activity as required to increase the positive opinion of the Commonwealth Games and develop responses for all public inquiries, issues, etc. along with developing and executing public relations efforts to maximize the Halifax 2014 brand and build relationships with CG Association delegates to partner with Halifax in 2014. In conjunction with the Director of International Relations, you will 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 December 2007.

As the ideal candidate, you have previous experience working in a fast paced, multi-level, project-based environment with emphasis on time lines and delivery. You are an experienced strategic communicator and have 10 years experience with employee communications, media relations, government affairs, community relations and event management. You have also demonstrated your ability to build and maintain positive media and government relations; along with your leadership, team building and supervisory skills. Your educational background includes a Bachelor's Degree with focus in Journalism, English or Communication or equivalent experience. Fluency in French is an asset.

For complete information regarding this opportunity, please refer to the Halifax Regional Municipality website: [www.halifax.ca/hr/jobs.html](http://www.halifax.ca/hr/jobs.html).

If you are the ideal candidate for this position, we want to hear from you. Please forward your resume to the attention of: Halifax 2014 Commonwealth Games, Suite 1150, 99 Wyse Road, Dartmouth, NS, B3A 1L9 or you may call (902) 490-7481 if you require additional information.

Please reference Competition # 06-001  
Closing date: May 17, 2006



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Halifax 2014  
Commonwealth Games**

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| JOB DESCRIPTION |                                 |
|-----------------|---------------------------------|
| POSITION TITLE: | Director of Communications      |
| BUSINESS UNIT:  | Halifax 2014 Commonwealth Games |
| DIVISION:       | Executive                       |
| REPORTS:        | Chief Executive Officer (CEO)   |
| Approved:       | Date:                           |

**SUMMARY**

The Director of Communications is responsible for the leadership and overall management of internal and external communications for the Halifax 2014 Commonwealth Games International bid phase. The Director is a strategist, a relationship builder, a coordinator and a spokesperson for the Commonwealth Games Committee and will be responsible for managing all relations and deliverables with internal and external stakeholders, partners and agencies.

**DUTIES AND RESPONSIBILITIES**

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

- Provide leadership to special events planning and delivery designed to foster supportive working relationships, knowledge transfer and provide opportunity for the development of mentorship relations.
- In conjunction with the Director of International Relations, 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 December 2007.
- Oversee all communications with external agencies and support staff, as well as coordinate partner communicators.
- Prepare Commonwealth Games representatives (Chair, CEO, CG, CEO and President ) with presentation content, materials and training needs as required;
- Oversee all public relations and communication materials for content, production and delivery.
- Principal spokesperson as required
- Create 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 and Experience Bachelor's Degree with focus in Journalism, English or Communication or equivalent experience

- Ability to integrate knowledge from two or more professional disciplines
- Previous experience working in a fast paced, multi-level, project-based environment with emphasis on time lines and delivery
- Possess 10 years of proven strategic communications management experience, including employee communications, media relation, government affairs, community relations and event management;
- Proven ability to build and maintain positive media and government relations;
- Demonstrated leadership, team building and supervisory skills;
- Ability to work in a consultative and collaborative manner
- Emphasize strategical and tactical abilities.
- Fluency in French is an asset

## 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 -FOCUSSED 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: Chief Executive Officer (CEO)

Contacts: .

Approved by: Date

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|------------|
|            |
| Incumbent: |
| Incumbent: |
| Incumbent: |
| Manager:   |
| Director:  |