

Job Class Profile: Public Relations Specialist**Pay Level: CG-33 Point Band: 718-741**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	5	2	4	4	4	4	1	2	
Points	280	83	13	19	120	87	83	21	21	727

JOB SUMMARY

The Public Relations Specialist performs professional work in the planning, development and implementation of a public relations program and provides related advice and guidance to senior management.

Key and Periodic Activities

- Writes communications material for Government, Ministers and Executive staff for use in public advisories, presentations and press releases.
- Compiles communications research and background information for the Communications Division to assist with government's overall communications planning activities.
- Provides information for media requests and preparing members of Government to speak publicly.
- Researches, plans, develops and implements public relations and educational opportunities and promotes public image of the organization.
- Provides daily counsel and support to the Minister and Executive staff regarding media relations, external communications and strategic implications for policy.
- Monitors and analyzes all forms of media to provide advice to the Minister and Executive staff to assess public and stakeholder wants, needs, perceptions and understanding with respect to departmental policies, programs and services and government's overall strategic direction.
- Maintains correspondence, open dialogue and positive relations with stakeholders.
- Coordinates public education campaigns.
- Attends related meetings and information sessions.
- Edits, monitors and updates web site information. Designs posters, brochures and pamphlets.
- Directs, coordinates and prepares materials for implementation of communications analysis and planning for cabinet papers.
- Writes and reports on Transparency and Accountability requirements for compliance.
- Attends conferences, seminars, luncheons as required.
- Arranges and participates in trade shows as required.
- Participates in working groups and committees as required.
- Analyzes the effectiveness of communications plans in order to make necessary adjustments.

SKILL

Knowledge
<p>General and Specific Knowledge:</p> <ul style="list-style-type: none"> — Communications and Public Relations methods <p>Formal Education and/or Certification(s):</p> <ul style="list-style-type: none"> — Minimum: Undergraduate degree in Communications, Journalism, Business and/or Marketing <p>Years of Experience:</p> <ul style="list-style-type: none"> — Minimum: 4 to 5 years of experience <p>Competencies:</p> <ul style="list-style-type: none"> — Writing skills — Computer skills — Proofreading
Interpersonal Skills
<ul style="list-style-type: none"> — A range of interpersonal skills are utilized including listening to information from co-workers and managers to include in communications or public relations initiatives; asking questions to gain further information; providing routine information and direction and providing expert advice to the Minister and Executive staff; communicating complex information including legislative information; promoting public information and gaining the cooperation of co-workers and managers to complete daily tasks. — Interactions occur with the Minister, senior government officials, cabinet ministers, and members of the media and industry stakeholders. — Most significant contacts include supervisor/manager, co-workers, senior government officials and Executive staff.

EFFORT

Physical Effort
<ul style="list-style-type: none"> — Work demands occasionally result in fatigue, requiring periods of rest. — There is an occasional requirement to physically lift and move display booths, banners and other promotional materials weighing up to 25 lbs. — Sitting while working at a computer and answering telephone inquiries is a regular occurrence while standing, walking and driving are occasionally required. — Fine finger and precision work using a computer to develop communications correspondence is a constant occurrence.
Concentration
<ul style="list-style-type: none"> — Visual concentration is constantly required to perform computer work including preparing internal correspondence and documentation for external release, press releases, briefing notes, presentations, posters and brochures. — Auditory concentration is constantly required to monitor media reports by listening to radio or television news while working on other communications materials; to listen carefully to instructions for work tasks and being attentive to questions posed by the media to ensure

answers are provided and the appropriate message delivered.

- **Repetition requiring alertness** is evident in the constant typing required to compile information.
- **Deadlines** exist and sometimes are of short notice due to media requests or emergencies.
- Multiple direct and indirect reporting relationships make **time pressures, deadlines and interruptions** a constant occurrence.
- **Lack of control over work pace** occurs when multiple deadlines are due at the same time.
- **Eye/Hand coordination** is required for computer tasks.
- **Exact results and precision** work is required to ensure proper travel arrangements are made; to compile information required to respond to media requests or for use in public news releases and advisories; when developing materials for public release to avoid mistakes in publicly released materials.

Complexity

- Work tasks and activities are quite different but allow for the use of similar skills and knowledge.
- Daily work involves the provision of information for communication to the public, stakeholders and officials resulting from media requests, public inquiries, other departmental requests (through Director of Communications) or politicians. Develops communication plans for new and existing regulations as well as public education initiatives. Complexity varies but work tasks may require some cause and effect analysis to write communications materials.
- References available to address work issues include legislation, acts, departmental business plans and internal policies and procedures related to communications and public relations as well as managers and supervisors.

RESPONSIBILITY

Accountability and Decision-Making

- Work tasks and activities are somewhat prescribed or controlled as general direction is provided regarding work activities. Independently performs daily duties with input and direction received from supervisor/manager regarding information requests.
- Decides on the promotional material needed for public education initiatives and places orders with notification given to supervisor.
- Decides the information to be contained within public addresses by Government members and Ministers using pre-approved general and specific messaging.
- Travel, large purchases related to advertising/promotions and commitments on behalf of the organization/department require supervisory approval.
- Discretion is utilized when personal, confidential or politically sensitive information is being discussed, documented and analyzed. Policies and procedures are in place to govern the protection of information.
- When handling media requests, judgment is exercised in the compiling of information for release which involves interpretation of policies and guidelines.
- Discretion and judgment is exercised when creating communications plans for potentially sensitive issues.

Impact

- Results of work tasks and activities are felt within the immediate work area, department and throughout the organization as well as outside the organization and on the general public. Public education campaigns impact the general public.
- Results of work tasks and activities impact communication processes and methods; information to be communicated; resource materials; finances and corporate image.
- Checks and balances are in place to minimize errors as communication and public relations materials are approved before being implemented.
- Mistakes made in the communication of information can impact delivery, interpretation and general understanding of the concepts and ideas being communicated. Incorrect advice provided to Ministers and Executive staff could impact general understanding of issues and therefore impact corporate image.
- Consequences of an error or mistake can typically be resolved within hours as there is an expectation to identify the issue in a timely manner and find a resolution quickly.

Development and Leadership of Others

- Not responsible for the supervision of staff.
- Development and leadership responsibilities include providing communications support to Government Ministers and Executive staff. Responsibilities include the provision of advice and guidance regarding communications and public relations initiatives; acting as a technical advisor and providing feedback and direction on communications issues.

WORKING CONDITIONS**Environmental Working Conditions**

- No special precautions or safety equipment required.
- Limited likelihood of minor cuts, bruises, abrasions or minor illnesses.
- Injury or occupational illness resulting in partial or total disability does not apply.
- Exposure to computer glare and unusual/distracting noise from working in an open office environment.