



**Office of the Auditor General**  
Nova Scotia  
**Job Description**

Working Title		Date Prepared
Communications Manager EC 11 (\$71,769 - \$98,683)		4/16/2020
Department	Division	
Office of the Auditor General	7518	
Section	Location	
Click here to enter	5161 George Street Royal Centre, Suite 400 Halifax, NS B3J 1M7	

**Overall Purpose**

Reporting to the Deputy Auditor General, the Communications Manager is responsible for managing, producing, implementing and evaluating communication strategies that build internal and external awareness and understanding of the work of the Office. They are the strategic communications expert and leader in the Office while also being very hands on in the development of the various communication materials produced. Under the guidance of the Auditor General and the executive leadership team, the Communications Manager manages and delivers a broad range of products and services including communications planning, digital content strategies, issues management, media relations, and event planning.

**Key Responsibilities**

**WRITING AND EDITING**

1. Working with the Auditor General and the audit team, the Communications Manager assists in developing audit reports that use plain language to clearly and simply convey complex technical matters.
2. Drafts, edits and proofs a wide variety of audience appropriate communication materials such as press releases, briefing notes, speeches, web content, brochures, presentations and other written communication products.
3. Drafts and finalizes presentations for senior staff using latest practices in presentation development.

**RESEARCH**

4. Researches material from a broad spectrum of sources (e.g., emerging trends, technology in marketing, audience engagement) to assist in the development of strategic communication plans, activities and materials.
5. Completes audit specific media scans. Monitors online conversations among key stakeholders

related to key Office priorities and initiatives and identify issues and/or priorities.

#### ONLINE

6. Leads the design, development, update and maintenance of the Office website and social media platforms.
7. Works with content experts to support and translate as necessary their content and knowledge for use online.

#### GENERAL

8. Plans and coordinates announcements and events, including press conferences and technical briefing for media.
9. Assists the Auditor General in preparing for media interviews and press conferences.
10. Participates in working groups, committees and meetings to coordinate strategic communications and/or issues management where information must be delivered to a variety of audiences (internal and external). Actively participates in decision-making by offering communications expertise and guidance.
11. Maintains/updates brand standards and monitors for brand adherence.
12. Helps the Office's auditors develop effective communications skills, both oral and written.
13. Develops/delivers communications, writing, and media skills training and/or workshops.

### Reporting Relationships

#### This Job Reports to:

The Deputy Auditor General

#### Job Titles and number of incumbents reporting to this job: (if applicable)

N/A

#### Contacts (Typical)

*The usual **internal and external contacts and the purpose** of those contacts required in the performance of this job:*

The Communications Manager has regular contact with the Executive Leadership Team and audit teams to provide communication advice and support. There is regular contact with communications colleagues across government and colleagues in professional organizations to share information and promote professional development. There may be some limited contact with media and external stakeholders.

#### Innovation

*The typical **creativity and problem solving** required in this job include:*

The Communications Manager must be able to identify a wide range of audiences and be creative in determining and recommending the appropriate tactics for reaching each audience at the most appropriate time, including through media, digital, face to face and hard copy materials. The Communications Manager must be able to turn a complex topic into a succinct and easily understood piece using impeccable writing and editing skills while maintaining the integrity of the observations and findings from our work. They must be skilled to carry out all aspects of communications planning, through

research, implementation, and evaluation.

### **Decision Making**

*The usual types of **decisions made in this job and the types of problems or decisions that must be referred to a supervisor** include:*

The Communications Manager is expected to be able to execute activities contained within communication, digital and media relations plans and is therefore responsible for many tactical decisions. This may include decisions relating to project management, such as decisions regarding the production of materials on time and budget.

While the Communications Manager is given a high degree of responsibility, they keep a close reporting relationship with the senior leadership and therefore must obtain prior approval when making decisions affecting audit reports, implementing communications plans, and responding to emerging issues.

### **Impact of Results**

*The typical **impact of end results** produced by this job are:*

Nova Scotians are better informed about the Office's work.

### **Dimensions (Approximate)**

This role serves approximately 35 employees.

In addition to the ongoing duties and responsibilities, this role assists with approximately 6-8 audit reports and associated communications campaigns per year.

### **Working Conditions**

*Please identify the typical work environment for this job.*

#### **Examples:**

#### **A Physical Environment**

Minimal. Located in a comfortable office environment.

#### **B Physical Effort**

Minimal. Much of the time is spent sitting in a comfortable position with frequent opportunity to move around.

#### **C Sensory Attention**

Moderate. There is a frequent need to concentrate, interpret and analyze information to ensure sound judgements are made and strategic communications advice is provided. The intensity, duration and frequency of these circumstances is daily.

#### **D Mental Pressures**

Moderate/Considerable. This position is under pressure as a result of competing deadlines, priorities, and

the importance of ensuring accuracy, managing a number of varied projects and just-in-time tasks, as well as experiencing frequent disruptions and sometimes extended hours as a result.

## Other

Every staff member of the Office of the Auditor General is a politically restricted employee in accordance with the Civil Service Act and Civil Service Collective Bargaining Act. Accordingly, all staff must conduct their personal lives in a manner that maintains political neutrality (see Section 38[1] of the Civil Service Act). Staff must also be especially vigilant in ensuring both professional and personal activities do not give cause for anyone to doubt the credibility and objectivity of the Office. For example, staff should not indicate support or lack of support for major government legislation, policies or initiatives. In addition, confidential government information must always be protected. Without wide-spread confidence that the Office and its staff are professional, credible and objective, its work will not be valued or useful.

### Qualifications:

- A Bachelor or Master's degree in communications, journalism, public relations or a related field. An equivalent combination of education and relevant experience may be considered.
- At least 5 years of progressive experience leading the delivery of a broad range of communications services including strategic communications planning, issues management, media relations, speech writing, social media, and web design.
- Strategic thinker with ability to express ideas proactively in a clear, well-organized manner.
- Exceptional interpersonal and relationship-building skills.
- Ability to turn a complex technical topic into a succinct and easily understood piece using impeccable writing and editing skills.
- Knowledge of current research and best practices in communications.
- Experience planning and coordinating press conferences and assisting senior leadership to prepare for press conferences and media interviews.
- Motivated, energetic team player who takes initiative and can run projects with minimal or no supervision.
- Demonstrated time management and organizational skills to make decisions and meet deadlines and changing priorities while maintaining attention to detail.

### Assets:

- Experience working in an independent office of the legislature
- Experience in communications within a professional service model (finance, audit, legal)

May perform other related duties as assigned.

### Verification:

***This job description has been approved by the supervisor and the next level manager as an accurate description of the job as of:***

<b>Manager Name:</b>	<i>Enter Name</i>	<b>Title:</b>	<i>Enter Title</i>
<b>Manager Approval Date:</b>	<i>Click here to enter a date.</i>		
<b>HR Name &amp; Title:</b>	<i>Enter Name &amp; Title</i>	<b>HR Review Date:</b>	<i>Click here to enter a date.</i>