



Information Services Officers - Communications Officer

Occupational Family/Code – Program Consultation: CPR

Profile created: 2000 01

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Occupation Summary	Selection of Competencies	Knowledge	Skills	Personal Attributes
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As a Communications and/or Information Services Officer, working independently or as part of a team, you will be responsible for the full range of internal/external communications and public information services such as providing strategic, proactive advice; and planning, developing and managing short and long-term communications plans and strategies. Duties include: co-ordinating and implementing communications and information activities in collaboration with program areas; issues management; and writing, editing and providing research and analysis of issues.

You may be required to travel and to work long hours. As well, there may be a requirement to perform heavy lifting of print materials / equipment.



Knowledge

Knowledge is the baseline of information acquired through work and life experiences, learning situations and formal education which enables an individual to perform from an informed perspective.

Acts/Regulations/ Legislation

- Knowledge of applicable acts, regulations, legislation, programs and policies. **(Learn)**
 - Knowledge of government structure, responsibilities and operations. **(Learn)**
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Theories/Principles

- Knowledge of qualitative and quantitative research methodologies. **(Bring/Learn)**
 - Knowledge of journalism theories and principles. **(Bring/Learn)**
 - Knowledge of communication theories and principles. **(Bring)**
 - Knowledge of graphic design theories and principles. **(Bring)**
 - Knowledge of marketing theories and principles. **(Bring/Learn)**
 - Knowledge of adult education theories and principles. **(Bring)**
 - Knowledge of human resource management practices, including strategies to recruit, support and sustain a diverse workforce. **(Bring - Supervisor only/Learn)**
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Technical

- Knowledge of communication techniques, methods, standards, mediums, equipment and software. **(Bring/Learn)**
- Knowledge of management and administrative processes. **(Bring - Supervisory; Learn –non Supervisory)**
- Knowledge of the use of appropriate grammar, syntax, spelling and vocabulary. **(Bring)**



- Knowledge of human resource management.
(Bring - Supervisory; Learn - Nonsupervisory)
 - Knowledge of applicable programs/stakeholders/issues.
(Bring/Learn)
 - Knowledge of organizational behaviour and group dynamics.
(Bring/Learn)
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Skills

Skills are those demonstrated abilities, or proficiencies which one has learned from their past. These are acquired/developed from past work and life experience, including volunteer work, independent study, life events, community and leisure activities, and formal training.

Skills are demonstrable, measurable and are transferable from one situation to another.

Communication

- Ability to interpret and articulate the strategic direction of the ministry to link current operations to the direction of government. **(Learn)**

Personal attributes which may link with this skill statement include: articulate, proactive, diplomatic...

- Ability to design, implement, manage and evaluate strategic communication plans. **(Bring)**

Personal attributes which may link with this skill statement include: persistent, proactive, assertive, intuitive...

- Ability to clearly and concisely compose and edit a variety of documents which provide information and explanations to others. **(Bring)**

Personal attributes which may link with this skill statement include: articulate, quick learner...

- Ability to verbally/visually/in writing, communicate information to a variety of audiences that persuades, convinces, builds support, educates, changes behaviour, promotes understanding with others. **(Bring)**

Personal attributes which may link with this skill statement include: persistent, diplomatic, assertive...

- Ability to organize and present and communicate information in a timely manner, which allows others to understand the reasons for a decision/recommendations or the need for further action. **(Bring)**

Personal attributes which may link with this skill statement include: persistent, diplomatic, assertive...



Leadership

- Ability to recruit, select, train and/or monitor personnel in accordance with governing policy, to achieve stated goals. **(Bring - Supervisory; Learn - Nonsupervisory)**

Personal attributes which may link with this skill statement include: persistent, flexible, thorough, diplomatic, intuitive...

- Ability to get work done through others, taking into consideration priorities, employees' workloads and skills. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: persistent, flexible, diplomatic, intuitive, thorough...

- Ability to contract for and manage contracted suppliers, taking into account budget, priorities, standards. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: persistent, flexible, assertive, diplomatic...

- Ability to coach and guide co-workers and/or assigned staff to further develop their skills and improve job performance. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: articulate, thorough...

- Ability to coach and guide third party stakeholders to achieve desired outcomes. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: persistent, diplomatic, assertive, discreet...

- Ability to guide and coach a diverse group of employees, that results in a team that can meet its goals and objectives, while maintaining a healthy, productive, respectful and safe work environment that is free of discrimination. **(Bring - Supervisor only/Learn)**

Personal attributes which may link with this skill statement include: respectful, supportive, empathetic...



Problem Solving

- Ability to assess the current and historical context and consider all relevant factors when conducting research and analysis and developing appropriate recommendations/responses/conclusions/options. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough, quick learner, intuitive...

- Ability to identify and assess relevant data, consider a variety of options, and develop recommendations and responses to issues. **(Bring)**

Personal attributes which may link with this skill statement include: thorough, assertive, intuitive, proactive...

- Ability to anticipate, identify and assess broad issues in the context of the impact on ministerial/governmental mandate/strategic direction. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough, assertive, intuitive...

- Ability to analyze trends and issues, identify and develop options and solutions, and make communication recommendations to meet client needs. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: intuitive, persistent...

- Ability to clearly define problems; select and apply appropriate methods to communicate response. **(Bring)**

Personal attributes which may link with this skill statement include: intuitive...

Interpersonal

- Ability to facilitate a discussion of relevant issues with a wide variety of people, i.e. stakeholders, media, industry and colleagues. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: diplomatic...



- Ability to develop and maintain relations with a diverse range of people in order to exchange information. **(Bring)**

Personal attributes which may link with this skill statement include: diplomatic...

- Ability to listen and clarify concerns and respond appropriately to clients and stakeholders. **(Bring)**

Personal attributes which may link with this skill statement include: diplomatic, discreet, intuitive...

- Ability to persuade/convince others to gain support for your recommendations/suggested options. **(Bring)**

Personal attributes which may link with this skill statement include: diplomatic...

- Ability to create an environment that recognizes, supports, respects and welcomes diversity of employees and clients. **(Bring - Supervisor only/Learn)**

Personal attributes which may link with this skill statement include: welcoming, objective, understanding...

Team/Independence

- Ability to work independently and participate as a leader/contributing member of a team(s) to ensure goals and objectives are met. **(Bring – Supervisory; Learn - Nonsupervisory)**

Personal attributes which may link with this skill statement include: flexible, persistent, thorough...

- Ability to assess team dynamics and adjust role, as required. **(Learn)**

Personal attributes which may link with this skill statement include: intuitive, flexible, diplomatic...



Organizational

- Ability to plan and balance diverse and conflicting workload pressures, accomplishing assigned tasks within established timeframes and budget. **(Bring)**

Personal attributes which may link with this skill statement include: resilient, flexible, diplomatic...

- Ability to organize and prioritize a high volume workload taking into consideration task complexity, frequent interruptions and deadlines. **(Bring)**

Personal attributes which may link with this skill statement include: flexible, thorough, quick learner...

- Ability to plan and execute public events. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough, flexible...

Analytical

- Ability to identify and frame key issues and messages by gathering, analyzing and integrating conflicting and sometimes incomplete information from numerous sources. **(Bring)**

Personal attributes which may link with this skill statement include: intuitive, thorough, quick learner...

- Ability to gather, understand, synthesize and evaluate information to be used in communicating legislation, positions, programs and policies. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough, persistent, discreet...

- Ability to develop, administer and manage a budget. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough, flexible...



Technical

- Ability to create written, verbal and visual communication materials using a variety of hardware and software applications such as word processing, databases, desktop publishing, graphics, web page and browsers/presentation programs. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: persistent, quick learner...

- Ability to design/develop/select research methodologies (including surveys, focus groups, interviews, literature reviews) and apply appropriate statistical and analytical techniques. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: thorough...

- Ability to keyboard quickly and accurately. **(Bring)**

Personal attributes which may link with this skill statement include: thorough, quick learner, persistent...

- Ability to operate a variety of communications/audio visual equipment. **(Bring/Learn)**

Personal attributes which may link with this skill statement include: persistent, thorough, quick learner...

Safety/Stress/Security

- Ability to recognize symptoms of stress in self and others and take steps to minimize its impact in order to ensure good health and well-being. **(Learn)**

Personal attributes which may link with this skill statement include: objective, discreet, thorough...



Personal Attributes

(Bring)

Personal Attributes identify qualities of character, which a person must have to be an effective and successful performer in the job. They are underlying characteristics which are deep and enduring parts of an individual expressed most of the time. They are one's personal style or personal effectiveness, such as feelings, attitudes, habits and traits. Each of these is demonstrated by behavioural examples which allow one to objectively determine whether an individual possesses the required personal attributes.

Attributes, together with the knowledge and skill competencies, help you to predict what a person will do in a given situation.

Personal attributes for the Communications/Information Services Officers include:

To Be...

- persistent
- flexible
- discreet
- articulate
- respectful
- objective
- supportive
- proactive
- intuitive
- thorough
- quick learner
- welcoming
- open-minded
- understanding
- resilient
- diplomatic
- assertive
- accommodate individual differences
- equitable
- empathetic

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