

Ministry: Aboriginal Affairs                      Working Title: **Manager, Issues Management and Media Relations**  
Branch: Communications                      Level: Range 24  
Location: Victoria                      Classification: Communications Officer

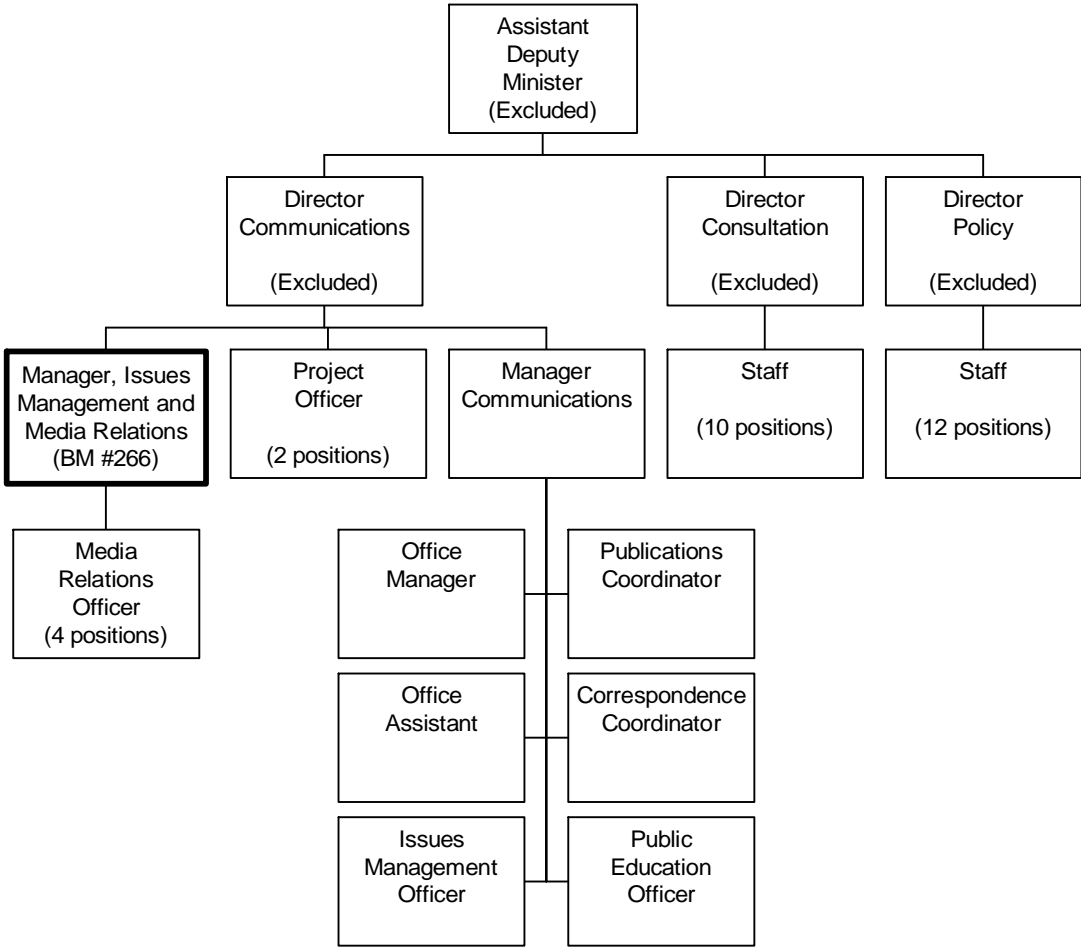
**PRIMARY FUNCTION:**

To identify, coordinate and lead responses to media issues of significance to the Minister and/or Ministry.

**JOB DUTIES AND TASKS:**

1. Coordinates the ministry's media and issues management system
  - a. provides advice and analyses on day-to-day media issues to senior management
  - b. functions as Ministry spokesperson as required by the Deputy Minister
  - c. coordinates information gathering for media issues and initiatives, briefing notes, and project tracking for the Minister's and Deputy Minister's offices
  - d. ensures that the Minister, executive, government, and senior staff are informed about issues
  - e. drafts appropriate responses to media issues and recommends solutions and alternatives
  - f. responds to sensitive and/or controversial media issues and topics
  - g. recommends changes to policies and procedures to improve awareness and promote understanding of the ministry's programs and services
  - h. researches and develops written and verbal responses for the Minister
  - i. monitors the Legislative Assembly's proceedings to identify issues which may affect the ministry
  - j. monitors and analyzes local, regional, provincial and national news to identify and ensure emerging issues are managed in a timely, pro-active, and coordinated manner
  - k. alerts members of the Issues Management Team to emerging media issues
2. Identifies and coordinates ministry-wide media and promotional opportunities
  - a. develops and sets up media opportunities (i.e. news conferences, photo opportunities, ministerial statements and editorial board meetings, news releases, backgrounders, letters to the editor, etc.)
  - b. responds to requests for information from MLA's, media, general public, other ministries, businesses, and outside agencies
  - c. works closely with news media to achieve positive and effective news coverage of the ministry
  - d. recommends media budget requirements and to ensure expenditures are within budget
3. Supervises professional media relations staff (4 FTEs)
  - a. supervises professional media relations staff, including hiring and training
  - b. plans, assigns and reviews work
  - c. sets work priorities and standards
  - d. appraises work performance, and takes disciplinary action, if required

ORGANIZATION CHART  
 Benchmark Job #266



## REASON FOR CLASSIFICATION

Benchmark Job #266

Job Title: Manager, Issues Management and Media Relations

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p><b>JOB KNOWLEDGE</b> Understand the theory of communication to plan issues strategies, anticipate media responses and review effectiveness of ministry's media/issues management system.</p>	H	280
2	<p><b>MENTAL DEMANDS</b> Judgement to plan, organize and evaluate actions required to coordinate the ministry's media and issues management system, analyze and coordinate responses for day-to-day issues, brief the Minister and Deputy Minister and recommend solutions/alternatives.</p>	H	250
3	<p><b>INTERPERSONAL COMMUNICATIONS SKILLS</b> Persuasion required using basic negotiation skills to provide the Minister's response to the media, public, First Nations, staff and others on sensitive and controversial issues.</p>	D	45
4	<p><b>PHYSICAL COORDINATION AND DEXTERITY</b> Some coordination to keyboard backgrounders, news releases, letters to the editor and briefing notes with a minimal requirement for speed.</p>	B	10
5	<p><b>RESPONSIBILITY FOR WORK ASSIGNMENTS</b> Guided by general ministry policies and standards, plan, evaluate and lead ministry responses to media issues and recommend a timely, pro-active and coordinated responses for the Minister and Ministry.</p>	F	160
6	<p><b>RESPONSIBILITY FOR FINANCIAL RESOURCES</b> Moderate financial responsibility to recommend budget requirements and to ensure expenditures are within budget.</p>	D	22.5
7	<p><b>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION</b> Significant responsibility to control dissemination of information to the media and the public through media events, press releases and issues management.</p>	D	22.5

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FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	<b>RESPONSIBILITY FOR HUMAN RESOURCES</b> Responsibility to supervise Media Relations Officers, appraise employee performance and take disciplinary action (4 FTEs).	DE	20
9	<b>RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS</b> Limited care and attention to calm and reassure interest groups, media and the public who may be upset about controversial issues.	B	10
10	<b>SENSORY EFFORT/MULTIPLE DEMANDS</b> Focused requirements to frequently balance schedules and respond to multiple inquiries from media.	C	12
11	<b>PHYSICAL EFFORT</b> Moderate physical effort to frequently focus visual attention to view printed and electronic materials to produce media responses.	C	12
12	<b>SURROUNDINGS</b> Exposure to regular and intense dealings with an inquiring media and/or interest groups where dealings may be controversial and/or unpleasant.	B	4
13	<b>HAZARDS</b> Limited exposure to hazards from frequent keyboarding.	B	4

**Total Points: 852**

**Level: Range 24**