

WORK DESCRIPTION - DESCRIPTION DE TRAVAIL

Position Number - Numéro de poste	Position Title - Titre du poste Head, Digital Strategy	
Position Classification - Classification du poste IS-05 - Proposed	National Occupational Code - Code national des professions	
Department/Agency - Ministère/organisme Industry Canada / Canadian Intellectual Property Office (CIPO)		Effective Date - Date d'entrée en vigueur To be determined
Organizational Component - Composante organisationnelle Information Branch - Corporate Communications		
Geographic Location - Lieu géographique Gatineau (NCR)		Job/Generic Number - Numéro d'emploi/de générique
Supervisor Position Number - Numéro de poste du surveillant 20350		Supervisor Position Title - Titre du poste du surveillant Manager, Corporate Communications
Supervisor Position Classification - Classification du poste du surveillant IS-06		
Language Requirements - Exigences linguistiques Bilingual		Linguistic Profile - Profil linguistique CCC/CCC
Communication Requirements - Exigences en matière de communication		
Office Code - Code de bureau		Security Requirements - Exigences en matière de sécurité Enhanced

Organization Context - Contexte organisationnel

The position reports to the Manager, Corporate Communications Services, Information Branch, who is accountable for developing and directing the implementation of communications strategies and plans throughout the Canadian Intellectual Property Office (CIPO); directing communications advice, support and services to CIPO staff on the development, production and publication of various communications materials, on communications plans and strategies for specific projects, initiatives, priorities, and on methods to engage and gather intelligence from stakeholders regarding CIPO products and services; directing website and social media design, development and maintenance, client relationship management and evaluation activities (development and assessment of public opinion research, various surveys, and other feedback mechanisms), and creative services (graphic design, desktop publishing, writing, editing, translation).

Client Service Results - Résultats axés sur le service à la clientèle

Strategic electronic communications, advice, operational plans and services in support of the priorities, policies and programs of CIPO, government and private sector partners and the Industry ministers.

Strategic planning, management and assessment of CIPO electronic communications (including social media) to support the organization's communications and operational objectives. Development of E-communications strategies and products to promote the information and education of stakeholders, special interest groups and public of CIPO's, activities and vision.

Assistance with the development and the implementation of nation-wide public education and communications campaigns directed to the general or specific segments of the Canadian public.

Key Activities - Activités principales

Leads and manages CIPO communications project teams and working groups on e-communications and digital policies, marketing campaigns and other communications initiatives such as building CIPO brand through new media/Web 2.0, establishing outlets on the social web such as discussion boards, blogs, etc.

Develops strategic vision and direction for CIPO's digital media and e-communications vehicles and presence, including content, theme and overarching goals, by providing leadership, guidance and management for complex information management and web-related projects, ensuring that they meet both departmental and Government of Canada objectives and standards for e-communications.

Formulates expert advice, analysis and recommendations on digital communications strategies, plans, products and opportunities involving the departmental corporate website, other websites, mobile, multimedia, social and other new media, and Web 2.0 applications (e.g. blogs, social networks, etc.) to further the achievement of government and departmental communications goals.

Provides expert advice and training to senior management and departmental clients on current practices and potential uses of the Internet and social media and opportunities to disseminate CIPO information to clients, partners, and stakeholders

Provides leadership support to the Director, Information Branch in managing the Client Connexion committee governance framework by conducting supporting analyses, making presentations and establishing content plans and priorities.

Represents CIPO interests and meetings with CMB, central agencies, other departments and external clients on policies, guidelines and standards; develops and fosters partnerships and close working relations with Industry Canada, other sectors, other departments and private sector organizations to ensure the integration of essential intellectual property information across the government.

Oversees the development and implementation of tools or approaches to gather and analyze web data and to listen-in on the social web (on-line discussions/exchanges) in order to recommend improvements to the departmental corporate website and other e-communications products and services and to identify and track developing problems, crises, issues or opportunities involving the ministers or departmental policies and programs.

Researches, tracks, evaluates and forecasts opportunities that CIPO should explore to ensure that CIPO's corporate web presences remains on-top and competitive; the feasibility, practicality and short and long term value of existing and evolving social media, internet and mobile communications applications.

Essential Qualifications:

Candidates must clearly demonstrate in their covering letter how they meet the education and experience requirements set out in Essential Qualifications. It is not sufficient to state that you meet the required qualifications, or to list your current responsibilities. You must provide concrete examples demonstrating how you meet the requirements by providing details on where and when they were acquired.

The curriculum vitae will serve as a secondary source of information confirming the information received. Failure to provide this document with your application could result in a rejection of your application to this process.

Education:

Degree from a recognized university or acceptable combination of education, training and/or experience.

N.B.:

Candidates who hold a position in the IS group but who do not have the prerequisite level of education are deemed to meet the minimum standard of education through their studies, training and/or experience. They must therefore be deemed to meet the minimum standard of education whenever a bachelor's degree without specialization is required for an IS group position.

Experience:

Experience in all phases of publication production for the web and new media.
Experience managing various projects for websites, publications and digital media from the design stage to approval to delivery.
Experience developing communications plans and strategies for various audiences.
Experience providing advice to senior management and to employees on matters relating to information management.
Experience coordinating complex information management projects with numerous partners.
Experience in human resources and financial management.

Knowledge:

Knowledge of the policies and guidelines of the Government of Canada governing the appearance, user-friendliness and content of websites and new media.
Knowledge of federal government communications policies.
Knowledge of current and future trends in leading-edge web technologies.
Knowledge of the tools and technologies associated with a website (intranet, extranet and Internet).

Abilities:

Ability to analyse information from multiple sources and then communicate the information on the website in an informative and easily understood manner.
Ability to develop communications plans and strategies for various audiences.

Ability to prioritize and manage tasks simultaneously in a constantly changing environment.

Ability to recognize, analyse and resolve complex problems.

Ability to effectively communicate orally and in writing.

Personal Suitability:

Client-focused approach

Judgment

Initiative

Team player

Official Languages Proficiency:

Bilingual imperative: Level CCC / CCC

Asset Qualifications:

Experience:

Experience in the development of a variety of communications products such as media lines, briefing notes and decks.

Experience designing, filming and producing videos.

Experience in media relations and media monitoring.

Business Requirements:

The incumbent must demonstrate flexibility relating to hours of work. S/he must be prepared to work overtime on short notice and to work weekends upon occasion.

Conditions of Employment:

Reliability and security: Secret