

# Position Profile

Job Title: Assistant Deputy Minister, Communications and Engagement

Department/Division/Branch: Communications and Engagement Division / Manitoba Finance

Location: Winnipeg, Manitoba

Classification: Executive Officer 2 (EX2)

Employment Type: Regular Full Time

Closing Date: October 19, 2022

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The Government of Manitoba has set out an exciting and future-orientated transformation strategy for the professional public service. Our organization has a vision that embraces change and places innovation at the centre of our work to improve the quality of life for Manitobans. We are looking for a bold and creative senior communications leader who is client-focused and results-oriented to be the Assistant Deputy Minister (ADM) of Communications and Engagement (CED).

## Position Overview

The Assistant Deputy Minister (ADM) reports directly to the Deputy Minister of Finance and leads the Communications and Engagement Division.

The ADM's primary role will be to provide executive leadership to the division through strategic planning, management, delivery, research, and evaluation of public communications and marketing. The ADM leads a team of creative service professionals to develop and distribute communication products that build public awareness and support provincial emergency service communications across multiple platforms.

Communications services are delivered in a complex and dynamic public policy environment that will require the ADM to work collaboratively with government departments and its central agencies.

The ADM holds duties associated with government copyright, visual identity, and overseeing communications purchases and other related activities; in addition, the position provides executive leadership and strategic direction in delivery within a shared service model services related to Freedom of Information and Protection of Privacy (FIPPA) matters.

As a senior leader in government, the ADM contributes to the achievement of government's corporate goals through cross-department initiatives.

The ADM will:

- Lead the provision of expertise in the coordination and management of government communications, advertising and media relations for departments and agencies including issues management.
- Lead the development of strategic objectives, financial and business plans and operating principles for the division that are consistent with government direction, department goals, and public expectations. Evaluate outcomes and ensure all legal and reporting requirements are met.
- Direct the management of the human and financial resources of the division to deliver on operational and strategic mandates, ensuring the appropriate allocation of resources to maximize efficiency. Monitor and control expenditures and develop plans for future human and financial resource needs.
- Develop relationships with internal and cross departmental stakeholders; lead cross-department and corporate initiatives; represent the interests of the department in federal, provincial, and territorial initiatives and discussions.
- Support the Deputy Minister, Minister of Finance and Cabinet by providing strategic options, proactive, accurate and timely advice and recommendations using internal and external expertise.
- Support the Clerk of Executive Council in communication activities and rules under The Elections Act.
- In collaboration with the Public Service Commission develop and facilitate engagement functions such as surveys, consultations, etc for the public service.

- Support the Deputy Minister with duties associated with the Queen's Printer and coordination of communications purchases including a role in protecting government copyright.
- Provide leadership and direction for management of FIPPA matters within a shared services model.

## Skills, Knowledge and Abilities

Success in this role requires an exceptional leader with the ability to work in a changing environment which requires both strategic thinking and leadership skills. We need a results-oriented, high performer who motivates others. The ADM must exercise good judgment in problem solving skills and making decisions. This position demands superior political acumen and excellent communications (verbal and written) skills.

The successful candidate will possess the following executive management selection criteria:

- Extensive communications leadership and experience that includes responsibility for public and media relations, promotion, event management, crisis communications and issues management.
- Proven ability as a leader and supervisor, with a commitment to create, support and sustain a diverse, agile environment that enables staff to achieve results and to develop and build organizational capacity for the future.
- Senior management experience with responsibility for human and financial resources, and experience translating strategic priorities into clear operational and business plans and delivering results.
- Superior verbal and written communication skills with experience managing complex, high-level internal and external stakeholder relationships and public communications.
- Excellent political acumen demonstrated through experience providing strategic advice to decision makers and senior leaders on complex topics and sensitive issues.
- Demonstrated ability to deal with ambiguous assignments or problems, leverage opportunities for innovation, find creative solutions to issues, and successfully lead and manage change.

- Demonstrated resilience and the ability to respond to challenge in a professional, inclusive and constructive manner.
- Demonstrated success communicating with digital media using clear objectives and metrics to drive decision-making on their effective use and evaluation.
- Experience providing leadership and direction in the design and implementation of legislation, policies and programs.
- Experience building relationships with Indigenous people and implementing the principles of reconciliation.
- An undergraduate degree in communications, journalism, marketing or related discipline. A combination of education and related experience will be considered.

## Department Overview

Our Mission is to implement and effectively manage financial, fiscal and economic policies, practices and services for Manitoba and its citizens.

Our Vision is to ensure a dynamic and innovative organization that supports a strong and growing province.

Additional information on Manitoba Finance can be found in the [Manitoba Finance Annual Report \(https://www.gov.mb.ca/finance/publications/pubs/annualrep/2020\\_21/finance\\_annual\\_report.pdf\)](https://www.gov.mb.ca/finance/publications/pubs/annualrep/2020_21/finance_annual_report.pdf).

## Division Overview

The Communications and Engagement Division leads high-quality communications and engagement policy and practices across government and provides communications and engagement services to departments and Crown agencies including strategic communications planning, public information (e.g. EngageMB) and consultation, employee communications and engagement, media engagement and support, media planning and purchasing and central contact centre operations (Manitoba Government Inquiry or MGI).

## About the Government of Manitoba

The Manitoba government offers rewarding careers to its employees who deliver hundreds of programs and services to the public. The government has a wide variety of departments, reflecting over 700 different types of jobs, located in communities across the province.

We are an employer that has a commitment to integrity, respect, diversity, inclusion and advancing reconciliation. The Manitoba government has a committed, caring and creative workforce that is passionate about contributing to and improving services to our communities and the lives of Manitobans.

## Transforming the Manitoba Public Service

It is an exciting time to be a public servant in Manitoba. We are in a period of profound technological, environmental, and socioeconomic change that compels us to evaluate the nature of our work and the essence of our culture.

[Transforming Manitoba Public Service: A Strategy for Action](#) was designed to help the public service move forward in a unified way. Created as a long-term strategy to modernize the public service, it guides the transformation of both the work and the culture of the Manitoba public service.

As part of the senior management team, you will be a leader in creating the conditions necessary to foster a public sector culture for the future.

## About Manitoba

The province of Manitoba is home to almost 1.3 million people who have a well-deserved reputation for being among the friendliest in Canada. No matter what your interests are, Manitoba offers everything from Polar Bear expeditions to gallery tours.

Our capital city, Winnipeg, has a population of over 700,000 and is located at the geographic centre of North America. Home to the world-renowned Royal Winnipeg Ballet, the Canadian Museum for Human Rights and the NHL's Winnipeg Jets, Winnipeg is one of Canada's most historic and beautiful cities.

Offering you four distinct seasons and the highest number of sunlight hours in Canada, you are guaranteed to find the life you're looking for in Manitoba.

Come see for yourself!

