

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) \$131,748 - \$161,480

Employment Type: Regular Full Time

Closing Date: **July 30, 2025**

.....

The Government of Manitoba is committed to advancing the professional public service with a dynamic and forward-looking approach. Our organization is dedicated to embracing change and prioritizing innovation to enhance the quality of life for all Manitobans.

We seek a bold and creative senior communications leader, who is client-focused and results-driven, to serve as the Assistant Deputy Minister (ADM) of the Communications and Engagement (CED) Division.

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 is to provide executive leadership to the division through strategic planning, management, delivery, research, and evaluation of public communications and engagement. The ADM leads a team of 85 professionals to develop and distribute communication products that build public awareness and support provincial communications across multiple platforms.

Communications services are delivered in a complex and dynamic public policy environment, requiring the ADM to work collaboratively with government departments and central agencies.

The ADM is responsible for government copyright, visual identity, and overseeing communications purchases and related activities. Additionally, the position provides executive leadership and strategic direction in delivering services related to Freedom of Information and Protection of Privacy (FIPPA) within a shared service model.

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

The ADM will:

- Lead the provision of expertise in coordinating and managing government communications, advertising, and media relations for departments and agencies, including issues management.
- Develop strategic objectives, financial and business plans, and operating principles for the division that align with government direction, department goals, and public expectations. Evaluate outcomes and ensure all legal and reporting requirements are met.
- Direct the management of the division's human and financial resources 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 department's interests in federal, provincial, and territorial initiatives and discussions.
- Support the Deputy Minister, Minister of Finance, Cabinet, and Cabinet Communications, 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.

- Execute the duties associated with the Queen's Printer and coordinate communications purchases, including a role in protecting government copyright.
- Provide leadership and direction for managing FIPPA matters within a shared services model.

Skills, Knowledge and Abilities

Success in this role requires an exceptional leader capable of thriving in a dynamic environment that demands both strategic thinking and strong leadership skills. We seek a results-oriented, high performer who can motivate and inspire others. The ADM must exercise sound judgment in problem-solving and decision-making. This position demands superior political acumen and excellent communication skills, both verbal and written.

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, issues management, and public opinion research and analysis.
- Proven ability as a leader and supervisor, with a commitment to creating, supporting, and sustaining a diverse, agile environment that enables staff to achieve results and develop 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, 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 handle 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 challenges in a professional, inclusive, and constructive manner.
- Proven success in 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 peoples and implementing the principles of reconciliation.
- An undergraduate degree in communications, journalism, marketing, or a related discipline. A combination of education and related experience will be considered.
- Ability to communicate both verbally and in writing in French (desired).

Department Overview

Our mission is to be effective managers of Manitoba's finances, professionally serving our clients and supporting a whole of government approach to fiscal responsibility and transparency.

Our vision is to provide transparent and prudent financial leadership that helps build a resilient and thriving future for Manitobans.

Additional information on Manitoba Finance can be found at: [Finance Annual Report](#)

Division Overview

The Communications and Engagement Division leads high-quality communications and engagement policies and practices across the government. It provides comprehensive services to departments and Crown agencies, including strategic communications planning, public information and consultation (e.g., EngageMB), 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.

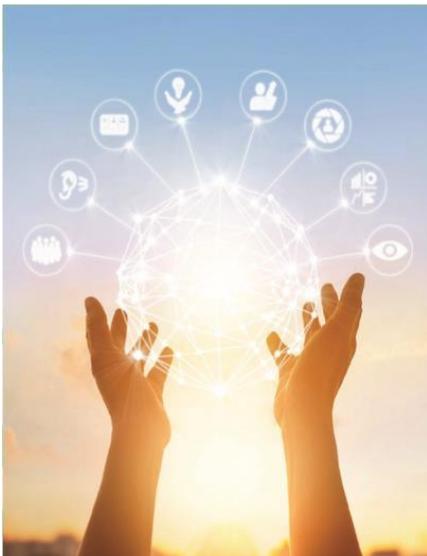
We are an employer that has a commitment to integrity, respect, diversity, inclusion and advancing reconciliation. The Manitoba government has a committed, caring and creative workforce that is passionate about contributing to and improving services to our communities and the lives of Manitobans.

Make an Impact

By working for Manitoba's Public Service, you have the unique opportunity to use your time to serve the land, communities, and the people of Manitoba. You can leave a lasting mark that will impact both current and future generations.

The diverse backgrounds, education, and life experiences that Manitoba's public servants possess, enable them to deliver programs and services that support every Manitoban – every day.

We are one employer, but we have an impact on many areas ranging from health to public safety, from the economy to culture, from education to family services, and beyond, allowing for a diverse career with one employer.



About Manitoba

The province of Manitoba is home to 1.5 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 900,000 and is located at the geographic center 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!

