

RESPONSIBILITIES

- Provides communications advice and support to senior management.
- Conducts regular public opinion surveys on Canadian foreign and international trade policy.
- Provides advice to the Department on survey methodology.
- Manages public opinion contracts on behalf of departmental clients.
- Coordinates/project manages departmental advertising efforts.

NOT IN AREA OF RESPONSIBILITY

- Does not pay for the public opinion research of individual divisions.
- Does not have funds to pay for advertising.

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