

DIVISION

Trade Communications (BCT)

RESPONSIBILITIES

- Serves the Minister for International Trade and the trade side of the Department with strategic communications advice, planning and execution.
- Provides communications advice and prepares communications strategies, plans, media briefing books, ministerial media lines, information kits and other communications products for:
 - ministerial missions and PMO-led trade missions (Team Canada);
 - major international events and key multilateral or regional events and developments, such as WTO negotiations, regional trade negotiations and trade disputes; and
 - international business development activities.
- Prepares communications plans for all Memorandums to Cabinet submitted by the Minister for International Trade.
- Comments on communications plans from other departments, when trade is implicated.
- Drafts news releases, backgrounders and media lines for the Minister for International Trade, and for approval of the Prime Minister when required.
- Participates in, and contributes communications advice to, all inter- and intradepartmental task forces dealing with trade issues.
- Chairs interdepartmental communications task forces when the issues are primarily trade-related.
- Accompanies the Prime Minister and the Minister for International Trade on foreign visits and to international conferences as required.

NOT IN AREA OF RESPONSIBILITY

- Speech writing; this is normally done by the geographic or functional division responsible or by an individual on special assignment to the Minister's office.
- House cards: done by the Division responsible.
- Public letters and inquiries: handled by divisions, by Ministerial Correspondence Unit or by toll-free telephone services.

TIME LINES

- Preparations can take several weeks for major missions, such as trade missions, involving the Minister for International Trade.

