

BENCHMARK POSITION NUMBER: 20 CLASSIFICATION LEVEL: 8
SECTION TITLE: INFORMATION EFFECTIVE DATE: _____
POSITION TITLE: INFORMATION OFFICER SUPERVISOR'S TITLE: _____
POSITION NUMBER: _____ SUPERVISOR'S LEVEL: _____

SUMMARY

Under the direction of the Foreign Service Officer responsible for the Program, formulates, suggests and advises on Post information objectives to identify areas where information should be directed and establishes goals; plans, organizes and implements an information program in support of the Post objectives; develops and manages the support services of the information program including the reference and film libraries and the information distribution and clipping services of the Post; supervises and coordinates the work of a small clerical staff; and performs other duties.

DUTIES% OF TIME

(1) Formulates, suggests and advises on Post information objectives to identify areas where information should be directed and establishes goals by:

25%

- contacting and establishing a rapport with the program staff of the Post, discussing their requirements in information diffusion,
- studying and becoming familiar with the Post programs and other Canadian programs abroad,
- analysing the potential reception, by the Post area citizens, of the various information activities in relationship with the overall Post objectives,
- studying and analyzing the potential use of the various information media of the area in order to facilitate the dissemination of the information to the general public and to develop an understanding of the media requirements,
- advising the Foreign Service Officers on publicity procedures and techniques, on media requirements, on the information needs of the general and special publics,
- recommending particular media representatives for a visit to Canada under the Visits Programme of the appropriate Department,
- recommending to the Head of Post the action which should be taken by him and other Canada-based officers to consolidate and capitalize upon the spadework done through day-to-day liaison with the media.