Communications & Public Awareness Profile

Subcategory	Comp. ID	Competency Statement	Importance Type
TECHNICAL COMPETENCIES			
Liaising and partnering with stakeholders			
	122	Liaises with stakeholders (e.g. governments, private sector, environmental experts, farmers, producers, NGOs, culturally diverse groups, communities, etc.) to collaborate on stewardship and sustainability issues and concerns (e.g. broad-based habitat preservation and management practices and ecological fiscal reform).	1
	123	Identifies ethical and cultural concerns regarding the economic, social, cultural, and spiritual valuing of specific natural resources, and the implications for informed decision-making regarding sustainability.	3
	125	Develops partnerships with key stakeholders (e.g. industry, governments, local communities and other stakeholder groups) to address environmental sustainability and stewardship issues and concerns.	1
	126	Develops partnership and stewardship agreements which incorporate sustainable development guidelines, indicators, targets, and processes for measuring progress related to specific environmental issues.	2
Developing corporate environmental plans, policies, and procedures			
	139	Develops strategic internal and external partnerships and relationships with key stakeholders to garner their advice and gain their commitment to the organization's environmental policies and initiatives.	2
Developing/ Implementing environmental communications and awareness programs			
	288	Demonstrates an understanding of the fundamental relationships between human activities and the natural environment.	1
	289	Demonstrates an understanding of the Canadian environmental business sector and sustainability issues.	1
	290	Demonstrates a working knowledge of environmental legislation and agreements relevant to their organization.	1
	291	Demonstrates an understanding of the role of communications in increasing public awareness of environmental issues and in motivating the public to work towards solutions.	1
	292	Develops compelling, well researched and strategic proposals for approval and/or funding of environmental communication/awareness programs.	1
	293	Develops communications/public relations strategies to address employee and public concerns about environmental issues and risks, or to promote the environmental interests of the organization.	1
	294	Provides expert input to the development of a marketing/communication plan to promote/fully describe the organization's environmental capabilities and accomplishments.	1
	295	Ensures the creation (research, writing, and design) of web-based and print communications and educational resources in support of the environmental communications strategies.	1
	296	Develops means to address constraints, sensitivities, or opposing views on environmental concerns so that the message reaches the designated target audience(s) (using a variety of formats such as printed materials, videos, internet, CD ROMs).	1
	297	Establishes goals for environmental awareness programs that will help ensure the intended message is accurately conveyed to the appropriate target audience.	1
	298	Develops the content of environmental awareness programs designed, for example, to encourage and reward environmentally responsible behaviour.	1
	299	Makes presentations to a variety of audiences (including schools, and community and non-governmental organizations) to build awareness of environmental issues, concerns and/or programs (e.g. the health-related effects of chemical enhancements to agricultural food production).	1

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TECHNICAL COMPETENCIES			
	300	Champions environmental programs and their implementation with media, outside audiences, organizations, etc.	1
	301	Assesses the effectiveness of environmental communications/awareness programs in attaining their goals.	1
Presenting expert information on environmental matters			
	302	Manages customer relations on environmental matters in a manner that builds positive, productive partnerships with clients, suppliers and other stakeholders.	2
	303	Manages media relations concerning environmental matters to build, foster and sustain a positive public image for the organization.	2
	305	Conducts informational meetings to identify community and stakeholder priorities on environmental issues and concerns.	2
	307	Participates as a speaker, panellist, witness, or expert in conferences, public forums on environment-related topics and issues, or hearings (such as defending the Environmental Impact Assessment report).	2

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Subcategory	Comp. ID	Competency Statement	Proficiency Level
TRANSFERABLE COMPETENCIES			
Professional Ethics and Work Style			
	1	Maintains good standing in professional associations, practicing professional ethics and remaining current in practice requirements.	High
	2	Demonstrates professional, ethical conduct, such as trust, integrity, confidentiality and discretion during the conduct of all work activities.	Exceptional
	3	Demonstrates self reliance, motivation and commitment in the conduct of day to day activities.	Exceptional
	4	Demonstrates flexibility and creativity in the face of unusual or unexpected circumstances.	Exceptional
	5	Cooperates willingly with others in dealing with changing situations, conditions, and expectations.	Exceptional
	6	Demonstrates attention to detail to ensure the thoroughness and accuracy of work results.	Exceptional
	7	Balances the need for 'attention to detail' with a focus on goals and objectives to achieve the desired outcomes.	Exceptional
	8	Applies principles of quality assurance and scientific rigour in all work activities.	High
Learning and Creativity			
	9	Stays current on the theory and practice pertinent to one's roles and responsibilities.	Exceptional
	10	Integrates relevant data and information from a variety of disciplines/sources.	Exceptional
	11	Continuously pursues personal learning and development opportunities to promote professional growth and development.	Exceptional
	12	Uses creative approaches to develop innovative ways of working, new designs and technologies, and cost-effective solutions to technical and business challenges.	Exceptional
Communicating Effectively			
	13	Prepares clear, well-formatted reports and other written communications that meet established protocols and are appropriate to the target audience.	Exceptional
	14	Communicates clearly and respectfully using verbal and nonverbal language appropriate to the cultural and social context.	Exceptional
	15	Uses effective interviewing techniques, including appropriate and respectful questioning, clarifying and listening skills, to elicit accurate and complete information.	Exceptional
	16	Conveys technical information accurately, clearly and concisely, interpreting it appropriately and effectively for the target audience.	Exceptional
	17	Uses appropriate content, graphics and format in oral presentations to address the specific needs of target audiences.	Exceptional
Collaboration			
	18	Builds constructive networks inside and outside the organization to facilitate the accomplishment of results.	Exceptional
	19	Builds strong relationships and trust with team members that make it possible to receive everyone's input and ideas, and maximize individual and team output and potential.	Exceptional
	20	Works cooperatively with multiple stakeholders, demonstrating willingness to consider alternative approaches or ideas.	Exceptional
	21	Deals effectively with confrontational situations, demonstrating diplomacy, tact, empathy and consideration for differing points of view.	Exceptional

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Subcategory	Comp. ID	Competency Statement	Proficiency Level
TRANSFERABLE COMPETENCIES			
Critical Thinking/ Judgement			
	22	Carries out independent primary, secondary and tertiary research to collect sufficient data and information pertinent to the area of inquiry.	High
	23	Performs an objective and thorough analysis of information and data from multiple sources.	Moderate
	24	Distinguishes between facts, inferences and assumptions to establish the quality of the information collected and the reliability of its source.	High
	25	Employs professional scepticism to assess the objectivity and reliability of assumptions and evidence asserted by a responsible party or client.	High
	26	Makes decisions in a timely manner, committing to a course of action that considers pertinent data, information, options and implications.	Exceptional
Planning and Organizing Work and Projects			
	27	Uses ICT (information communication technologies) as appropriate to manage work effectively and increase efficiency.	High
	28	Manages multiple priorities through the selection and application of time and project management tools and approaches.	High
	29	Develops work/project plans, identifying the work to be accomplished, the risk/contingencies that may arise, and how they will be addressed.	High
	30	Coordinates resources (including financial, logistical, supplies, etc.) needed to implement work/project plans and achieve desired results.	High
Leading/ Influencing Others			
	31	Manages the work of others, including project teams, working groups and contractors.	High
	32	Builds consensus and commitment to the team mandate, vision, goals, roles, responsibilities, and processes.	High
	33	Facilitates solutions to barriers that affect individual, team and project performance.	Exceptional
	34	Identifies the individual/and or team competencies that are required to accomplish work/project objectives and deliverables.	Exceptional
	35	Mentors peers and team members to facilitate their technical competence and on-going professional development.	High
	36	Creates an environment that promotes innovation, creativity and entrepreneurial thinking within the organization.	Exceptional
	37	Navigates effectively through political and organizational complexities to avoid or overcome potential barriers to successful completion.	Exceptional
Business Acumen			
	38	Analyzes relevant business trends, financial measures, economic factors and new regulations, assessing and articulating their impact on the organization.	Moderate
	39	Recognizes business threats and/or opportunities affecting their area of the business, recommending actions to address them.	Moderate
	40	Identities clients' stated and underlying needs, and the work activities and methodologies that will best address these needs.	High
	41	Translates the organization's vision and goals into relevant plans and actions, realigning work efforts with changes in organizational direction.	High
	42	Drives the implementation of changes, tracking their impact to ensure organizational performance is improved or sustained.	Moderate