



Canadian  
Heritage

Patrimoine  
canadien

Canada



## (IS) Information Services

Some relevant fields of study: communications, marketing, media, multimedia, new media, fine arts, journalism, public affairs, policy management, social sciences, humanities, advertising, public relations, mass communications, literature.

Communications and marketing officers get the Department's message out to employees, the media, the public, and other government departments and agencies. Their key roles and duties include:

- Conducting public opinion research and analysis
- Providing advice and recommendations
- Drafting and implementing strategic plans
- Preparing publications, news releases, speeches and other material to promote programs, policies and services
- Preparing and reviewing communications products (e.g. publications, advertisements, display booths, etc.)
- Implementing communications activities

Salaries range from **\$46,321** to **\$96,725** (IS-01 to IS-06)  
Effective June 21, 2010

