

# Jean-François Claude, M.S.M.

1/3/2023

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## OBJECTIVE

To serve in a senior advisory or leadership role in Internal Communications or Social Media / Multimedia fields. Recent specialization in mental health promotion and psychological harm prevention, with a focus on the delivery of national mental health awareness and stigma-reduction campaigns, programs and initiatives.

## COMPETENCY PROFILE

A well-rounded, fluently bilingual public service leader with over 30 years of progressive career growth and management experience in the areas of strategic communications, public affairs and workplace psychological health and safety, primarily in a federal government environment (24 years). A deep-seated knowledge and understanding of where politics and policy intersect underlie a robust ability to provide strategic advice, to plan and to execute communications activities that deliver results. Reputation as a solid team player with strong interpersonal and people management skills, working with integrity and professionalism to earn respect, inspire cooperation and build/maintain strategic alliances to drive projects to successful completion. Key competencies include:

- ✓ Supervision, Management and Mentoring
- ✓ Project Coordination and Leadership
- ✓ Speechwriting, Storytelling and Keynote Public Speaking
- ✓ Stakeholder Outreach and Engagement
- ✓ Strategic Communications Planning and Execution
- ✓ Crisis Communications, Media Relations & Monitoring / Analysis
- ✓ Event Planning, Coordination and Management
- ✓ Written and Verbal Communication

## SELECT CAREER ACCOMPLISHMENTS

- ✓ Principal architect of the Government of Canada's #GCMentalHealth digital and internal communications campaigns for mental health awareness and mental illness stigma reduction in the federal public service.
- ✓ Lead content developer, writer and editor for the [COVID-19 and Mental Health for Public Servants](#) virtual resource hub.
- ✓ Successfully developed, launched and managed the [GC Mental Health Twitter](#) account, a specialty channel in the Treasury Board Secretariat portfolio.
- ✓ Co-founder of the Federal Speakers' Bureau on Mental Health, empowering Government of Canada employees living in recovery from mental illness to share their stories in the workplace to promote understanding, acceptance and respect.
- ✓ Since 2014, delivered over 200 mental health testimonials and keynote addresses on the national stage, from Moncton, NB to Victoria, BC to Iqaluit, NU.
- ✓ Project lead for the creation of Canada's newest Second World War official honour, the Bomber Command Bar, and its online application process.

## PROFESSIONAL HISTORY\*

Manager, Mental Health Program | **Shared Services Canada**  
August 2022 – Present (Assignment)

Manager, Outreach, Engagement and Promotion | Wellness and Mental Health  
**Treasury Board of Canada Secretariat**  
December 2017 – Present (Substantive AS-07)

A/Director and Co-Chair | *Centre of Expertise on Mental Health in the Workplace*  
**Treasury Board of Canada Secretariat**  
August 2018 – January 2019

Manager, Corporate Social Media | **Natural Resources Canada**  
June 2017 – December 2017 (Substantive IS-06)

Manager, Editorial Services | **Natural Resources Canada**  
February 2014 – June 2017

Director, Public Affairs | **Veterans Affairs Canada**  
December 2010 – February 2014

Senior Communications Executive | **Health Canada**  
March 2006 – December 2010

Senior Departmental Policy Advisor | *Office of the Minister of State (FedNor)*  
**Industry Canada**  
January 2004 – March 2006

\*Full professional history available on [LinkedIn](#).

## EDUCATION AND CERTIFICATIONS

**University of Ottawa, Faculty of Communications**  
Bachelor of Arts – Communications (Mass Media)

**Queen's University, Faculty of Health Sciences**  
Workplace Mental Health Leadership Certificate Program

**ProSci, Inc.**

Certified Change Management Practitioner

## LANGUAGES

Fluent, native proficiency in English and French (SLE Exempt)

## AWARDS AND RECOGNITION

- ✓ **Meritorious Service Medal**, Governor General of Canada
- ✓ **Deputy Minister's Commendation for Excellence**, Veterans Affairs Canada
- ✓ **Leading Canadian Difference Maker for Mental Health**, Centre for Addiction and Mental Health

## SELF-IDENTIFICATION

Person with an invisible disability.