

New

Ministry

Communications and Public Engagement

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Front End Designer

Requested Class

Info & Creative Tech Serv 4

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Vacant (New position)

Organizational Structure

Division, Branch/Unit

Outreach

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Team Lead, User Experience

Supervisor's Current Class

Program Services 4

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

Alberta.ca is the primary digital tool for government to communicate initiatives, services and information to members of the public. In order to effectively communicate this information, the Research, Analysis and Digital Experience team works within the Digital Strategy branch to ensure the website is consistent with GoA standards and user-centered design principles to deliver better digital experiences for Albertans. Working with a diverse range of stakeholders across the GoA, the Front End Designer is responsible for building clean, responsive, and user-friendly digital products for Alberta.ca. In addition, the position will contribute to the design and improvement of the user interface, ensuring that everything the user interacts with results in an overall positive user experience. This position helps translate prototypes and visual artifacts into static built products, ready for development and deployment. The outcome of the work of this position is to support the design and development of a more user centered approach across GoA web content and product design.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

- Ensuring alberta.ca is accessible for all Albertans and technologies through leading front-end design & development, including:

- Producing, developing, and deploying evidence-based foundational design artifacts on a variety of platforms and fidelities, such as prototypes and wireframes, design pattern libraries and components.
- Utilizing a good working knowledge of HTML and expert knowledge of responsive behavior for web components to propose and develop design solutions
- Working alongside developers to produce static builds that reflect design direction and user feedback
- Review designs for responsiveness and ensuring front end design matches prototypes
- Liaising between the RADx and development teams to ensure final products align with expectations
- Conducting accessibility checks to ensure alberta.ca meets the needs of all Albertans
- Identifying and fixing bugs

- Collaborating on and championing ongoing improvements to the Alberta.ca environment by:
 - Reviewing Alberta.ca's current layout, components, navigation, and information architecture to ensure it continues to evolve
 - Validating design solutions with colleagues, internal stakeholders and the public by producing design artifacts and deliverables.
 - Gathering and synthesizing internal and external input, including client feedback and analytics, and translating it into design solutions, including prototypes and build instructions.
 - Providing insights and recommendations for downstream development and operations teams

- Ensuring alberta.ca continues to be a trusted source of information by upholding & maintaining standards, including
 - Auditing pages external to Alberta.ca
 - Designing within the existing design system
 - Making recommendations to Outreach and other teams within government based on the design system
 - Building and maintain alberta.ca's design library in Figma
 - Researching industry trends, identifying design opportunities.

- Developing and maintaining effective and productive relationships with a wide variety of both internal and external stakeholders to ensure consistency, quality and accessibility across the Government of Alberta's digital landscape, including
 - Working closely with GoA ministries and stakeholders to identify and advocate user-centered solutions.
 - Working with other team members to identify efficiencies, working in close collaboration with the Assistant Director.
 - Representing and participating in teams and committees as assigned.
 - Communicating effectively with all stakeholders to convey concepts to various audiences.

Problem Solving

Typical problems solved:

The front end designer is relied upon to develop creative solutions to effectively communicate government information on the web, taking into account best practices, client expectations and user needs in collaboration with other members of the RADx team.

This position works between teams to design improvements and updates on alberta.ca and collaborate with the development team, communicating design details and responsive behaviour (utilizing understanding of the CSS flexbox) clearly to ensure the entire alberta.ca team can operate efficiently to deliver a quality experience for Albertans. This also includes collaboration within outreach and other government teams and requires strong communication skills and technical knowledge.

Types of guidance available for problem solving:

This position is supported by the Assistant Director of RADx as well as the entire leadership team within Outreach. Guidance is also available within existing standards and policy documentation, as well as through collaboration with RADx teammates and the front end development team.

Direct or indirect impacts of decisions:

Solutions provided by this position play a significant role in how effective alberta.ca is as a communications vehicle for the public and, therefore, how Outreach is trusted and valued for its expertise by its clients and stakeholders. As the website is a primary vehicle for communicating with the public, this position contributes to how government meets the information needs of Albertans and how government is perceived and accessed by the public.

Key Relationships

Major stakeholders and purpose of interactions:

Assistant Director, RADx
Set priorities, discuss issues, identify challenges and opportunities

Ministry communications and program staff
Provide advice and present concepts, discuss projects and opportunities for improvement

Digital Strategy team
Collaborate on strategies and prioritize projects

Digital Technology team
Continued collaboration to take design concepts into alberta.ca

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Other		

If other, specify:

Visual Communication and Digital Design: Diploma or years or experience equivalent

Job-specific experience, technical competencies, certification and/or training:

Front end design, digital design, good working knowledge of HTML, expert knowledge of responsive behavior for web components, Accessible Design Practices, Communications.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		

<p>Develop Networks</p>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Works on maintaining close relations with all stakeholders:</p> <ul style="list-style-type: none"> • Identifies key stakeholder relationships • Has contact with range of interested parties • Actively incorporates needs of a broader group • Influences others through communication techniques 	<p>Work closely with the RADx team, Development team and GoA ministry clients to identify and advocate user-centered design solutions:</p> <ul style="list-style-type: none"> - Collaborate across ministries to find creative and accessible solutions for design problems and support the continual improvement of alberta.ca -Presents design solutions to coworkers and stakeholders, representing a wide range of input
<p>Creative Problem Solving</p>	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices 	<p>Works in open teams to share ideas and process issues:</p> <ul style="list-style-type: none"> - Uses wide range of techniques to break down problems - Allows others to think creatively and voice ideas - Develops innovative and creative solutions for the organization

Agility	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Works in a changing environment and takes initiative to change:</p> <ul style="list-style-type: none"> • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines 	<p>Provides flexible and innovative approach solutions for clients</p> <ul style="list-style-type: none"> - Works well under pressure to provide well-researched and thoughtful solutions to design and research problems - Readily adapts plans and practices
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment 	<p>Work with other team members to identify efficiencies, communicate effectively with all stakeholders to convey concepts to various audiences:</p> <ul style="list-style-type: none"> - Collaborates regularly with Outreach team members, communications staff and ministry partners to achieve results

Benchmarks

List 1-2 potential comparable Government of Alberta: [Benchmark](#)

Communications Advisor, PS3 - 023PS66

Display Artist, ICTS4 - 126IC