

## Update

Ministry

Forestry and Parks

### Describe: Basic Job Details

#### Position

Position ID

Position Name (200 character maximum)

Parks Public Information Strategist

Current Class

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

#### Employee

Employee Name (or Vacant)

#### Organizational Structure

Division, Branch/Unit

Parks, Visitor Experience & Business Supports

☒ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Parks Public Info Manager

Supervisor's Current Class

### Design: Identify Job Duties and Value

#### Changes Since Last Reviewed

Date yyyy-mm-dd

2025-04-15

Responsibilities Added:

Job title updated from Website & Social Media Content Specialist to Parks Public Information Strategist match current name/operations. Previous approved Job Description was in older word template that did not include Parks Public Information Strategist.

Responsibilities Removed:

## Job Purpose and Organizational Context

Why the job exists:

Alberta Parks is responsible for managing parks and protected areas, enabling conservation and recreation opportunities in land bases across Alberta that contribute to the economic, social and environmental well-being of Albertans and their quality of life. The Public Information Unit is responsible for promoting and providing timely, accurate information to the public about the network of provincial parks, facilities, programs and services.

The Parks Public Info Strategist supports Alberta Parks operations through the creation and coordination of external public information, via social media, website content, blogs, newsletters and management of an ambassador program. As a key member of the Public Information team, this role performs responsibilities in order to:

- Raise Awareness of Alberta Parks' brand pillar values; Discover, Protect, Enjoy and Value.
- Enhance the profile of provincial parks and protected areas.
- Increase public awareness, stewardship and support of Alberta's natural heritage and the benefits of preserving this heritage.
- Promote nature-based tourism and outdoor recreation; and increase visitation to Alberta's parks & protected areas.

## Responsibilities

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

### Social Media/Digital Communications

- Engage an online community with the goals of sharing Alberta Parks mandate to enjoy, discover, protect and value the natural world for current and future generations to come:
- Contribute to Alberta Parks social media strategy and develop and post year-round content calendars based on the Alberta Parks brand identity for Facebook, Twitter, Instagram and YouTube
- Respond to public inquiries and complaints from users on social media in coordination with subject matter experts as needed..
- Plan content and coordinate production of email newsletters, blogs and other public information materials like brochures and signs etc.
- Source and/or take photos, videos and retrieve captions for social media posts.
- Organize and make available all approved photography within a Digital Asset Management System.
- Promote the social media ambassadors and direct their efforts to support divisional needs.
- Track analytics and report on social media and website effectiveness
- Track and monitor google analytics website and social media traffic and initiatives (engagement level, landing pages, downloads, conversion rates, etc.)
- Manage the Alberta Parks Ambassador program, which includes on-boarding, training and engaging with the contracted ambassadors year-round.

### Web Content

- Performs key support services as an integral member of the Parks web team, by:
- Solicit, collect, and write new and updated content for the website, uploading as required and maintaining consistent themes and tone throughout.
- Enforce corporate brand standards and unified voice to present a consistent appearance/style throughout all external content.
- Assist with generating textual or visual content to enhance the user experience.
- Assist in creating webpage templates with web developer and graphic designer.
- Supports implementation and refinement of the Content Management System (CMS) on [www.AlbertaParks.ca](http://www.AlbertaParks.ca), e.g. works with Web Team, staff and stakeholders on content strategy, protocols / procedures for posting content, etc.
- Acts as support or posting events, advisories and annual website updates in the CMS to ensure the website is up to date

- Conducts / reports analysis of use of website by the public, makes recommendations reviewed/approved by Supervisor and/or Section Head
- Directly engages or supports supervisor or staff in engaging staff / stakeholders in the content planning, development, implementation and maintenance of the Content Management process across the Parks Division, e.g. prepares, delivers, or assists in delivery of presentations to staff, prepares corresponding support materials, follow up liaison with staff, i.e. Content Management MS process, governance, etc.
- Assists with re-development of website(s), e.g. performs related planning and project management duties, i.e. prepares project plans in MS Projects ,analyzes use of web site, coordinates related activities, e.g. content liaison for field/program/stakeholder staff, etc.

### **Public Information Services**

- Writes/edits/maintains content that is initially gathered from regional parks contacts regarding site / facility / program information.
  - Maintains content on www.AlbertaParks.ca, including data collection etc.
  - Prepares and distributes content for website, print, social media, etc.
  - Coordinates, oversees and/or monitors content contributions from regional staff and stakeholders to ensure standards are met.
  - Acts as a secondary support for contact us and phone public inquiries.
  - Trains staff on responding to public inquiries, complaints and feedback (call centre support written emails in the Contact Us email inbox).
- Obtains input from other divisional and/or field staff for responses to inquiries as needed.
- Ensures inquiries are dealt with promptly & courteously to meet service standards
  - Reports on key issues (complaints by category) to inform staff for remedial action or policy review

### **Priority Projects**

- Manages high level strategic support and develops public information communication plans based on overarching objectives of the division.

### **Public Information Support Services**

Assists with development and implementation of the operational public information plan, and related strategies / initiatives to achieve goals by carrying out the following activities:

- Develops divisional and regional products and services that promote the Alberta Parks brand image and identity.
- Produces or gathers content (e.g. photos, graphics i.e. maps, illustrations) for promotional products, and website.
- Arranges/coordinates graphic design and production, prepares draft content reviewed by supervisor.
- Provides other assistance with related production activities, e.g. regional videos, culinary camping.
- Collaboratively works with staff to create and implement programs, strategies and activities that support Alberta Parks public information program.
- Prepares presentations and related materials for public and stakeholders, i.e. consumer and industry tradeshows.
- Delivers or assists other staff in delivering presentations at these and related events as needed
- Reports / monitors response and areas for improvement

### **Public Information Strategy and Planning**

- Contributes to the strategic public information plan of the unit by trouble-shooting issues as necessary, initiating remedial action directly or with guidance, as appropriate.
- Carries out research, assessments, evaluations for quality assurance directly or with guidance, i.e. social media surveys, Facebook analytics, Google analytics, etc.

- Assists with development of standards and guidelines related to delivery of public information services (both personal and non-personal) to meet high level of service expected the public. Participates in strategy and planning sessions; contributes input, performs related responsibilities as assigned.
- Sets, monitors and reports public inquiry response times for social media.
- Identifies needs and recommends improvements or creates plans to improve website clarity, promote special media awareness of an issue, etc.

### **Media, Promotional, Outreach Activities and Events**

- Assists with planning and implementing media, promotional and outreach activities and events.
- Assists with outreach events, training information services and seasonal interpretive staff who are external facing throughout the province.
- Identifies potential promotional events/activities, and coordinating their implementation.
- Meets with appropriate team members to discuss possible promotional activities.
- Ensures ongoing communication, understanding of roles/responsibilities of team members with action plans clearly identified.
- Prepares, delivers or assists other staff in delivering presentations at these and related events as needed.
- Provides key messages, and support materials to staff and stakeholders delivering Alberta Parks information to the public and stakeholders (e.g. Communications, Travel Alberta call centre and information centres, Parks Division field offices and visitor centres, Service Alberta call centres, and other Alberta Information Providers)

### **Problem Solving**

Typical problems solved:

- Develop social media campaigns and leverage the Alberta Parks Ambassador Program to to educate visitors on important safety information and promote Alberta Parks experiences and opportunities.
- Manage information flow between regions, program areas and communications via public facing dissemination via Social Media.
- Develop key messages for Communications and Public Engagement, field staff and contact centre agents.
- Alignment of public information responses with Alberta Parks Act, Regulations, Directives, Fee Guidelines and Business Rules.
- Work within necessary timelines to align with operational deadlines, while ensuring accurate and timely public information for good customer service.
- Respond to social media complaints by reviewing business requirements and refund policies, while working with appropriate program area staff to ensure refunds are issued when required. Notify inquirer of business rules and refund policies as well as status and outcome of their inquiries.
- Escalate inquires where appropriate.

Types of guidance available for problem solving:

This position can seek guidance from the Parks Public Information Manager, the Public Information team, subject matter experts within Forestry and Parks and Communications and Public Engagement.

Direct or indirect impacts of decisions:

This position has significant interaction with professional staff, private operators, contractors, regional Parks staff, consultants and the general public.

- The responsibilities of the position all have very tight and necessary timelines with potential operational, revenue and political optical impacts if public information provided isn't timely and/or accurate.
- Timing considerations need to allow for the operational cycle of visitor experience and seasonal staff.
- The position requires strong organizational and communication skills to ensure supports are provided to field staff as well as senior leadership to support timely and accurate public information.

## Key Relationships

Major stakeholders and purpose of interactions:

They include simultaneously coordinating multiple tasks related to different aspects of visitor experience public information to support business operations.

- Program Leads - Daily - Direction, coaching, problem solving
- General Public / Alberta Parks Visitors Daily - Customer Service, assistance, communications, coaching, problem solving
- Divisional Specialists / Field Staff - Weekly - Direction, coaching, problem solving, monitoring and evaluation Teams - Weekly, monthly - Seek input, problem solving, consensus building
- Area Managers, Environment & Enforcement Branch Conservation Officers, Transportation and Service Alberta Staff - Monthly, quarterly - Seek input, problem solving, consensus building, Communications Division representative, Manager of Visitor Experience and specialist staff- monthly-sometimes weekly- provide content and input into Internal and External Communications products.
- Consultants - Weekly, monthly - Provide direction, consult, presentations, monitor and evaluate
- Partners, Stakeholders, Facility Operators - Quarterly - Seek input, feedback, build support and willingness to participate
- Parks Executive & Manager Committees- seek input, facilitate decision-build support
- Other Jurisdictions Professional Staff - Quarterly - Consult, best practices review

## Required Education, Experience and Technical Competencies

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

If other, specify:

Degree in Communications, Public Relations, or related field

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

University graduation in a related field or equivalent, like Digital Media or Recreation Administration.

Equivalency: Directly related education or experience considered on the basis of: 1 year of education for 1 year of experience; or 1 year of experience for 1 year of education.

**Experience with:** park and/or recreation operations and/or information coordination across multiple applications would be an asset.

**Knowledge:** Social media writing, campground operations, campground reservations and/or procedures; policy and regulations specific to parks agencies; a good understanding/appreciation of Digital Media including photography, video and the Adobe Creative Suite would also be an asset. Two years of related experience.

### Skills:

- Excellent written and verbal communications skills. Skilled in business, informational, and promotional writing styles.
- Strong ability to influence others and promote ideas or positions.
- Very strong organization and prioritization skills. Ability to work independently with minimal supervision and possess an understanding of political sensitivity.
- Some project management skills.



- Agility and ability to plan ahead and work through multiple competing tasks.
- Mature interpersonal skills, to liaise with staff, including at the management level across the division and with partners.
- Strong participation skills, particularly in team settings.
- Able to undertake substantial data entry work in a results oriented, fast-paced environment. Computer aptitude in the Adobe Creative Suite.

#### Abilities:

- Ability to pro-actively generate public inquiry responses and approaches to enhance program efficiencies.
- Ability to be a self-starter, independent thinker and to work under limited supervision in order to meet objectives and timelines.
- Capable of working in small and large team environment to ensure branch, division, department and government goals and objectives are met.
- Ability to be flexible and to coordinate several projects with multiple deadlines.

#### 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		
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Engages the community and resources at hand to address issues: <ul style="list-style-type: none"> <li>• Engages perspective to seek root causes</li> <li>• Finds ways to improve complex systems</li> <li>• Employs resources from other areas to solve problems</li> <li>• Engages others and encourages debate and idea generation to solve problems while addressing risks</li> </ul>	Supporting Alberta Parks visitor experience and public information through social media and newsletters will involve identifying emerging trends; developing engaging content in an constantly changing digital landscape; leveraging Alberta Parks Ambassadors for content; long term analysis of program outcomes; and focus on goals and objectives of divisional operations to ensure any future challenges are anticipated.
Agility	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Works in a changing environment and takes initiative to change: <ul style="list-style-type: none"> <li>• Takes opportunities to improve work processes</li> <li>• Anticipates and adjusts behaviour to change</li> <li>• Remains optimistic, calm and composed in stressful situations</li> <li>• Seeks advice and</li> </ul>	Adapt quickly to not only the public and field needs, but also environmental and situation risks, i.e. wildfires, floods, park evacuations, serious incidents. The timelines to implement public information are tight and will need to be flexible as

		support to change appropriately <ul style="list-style-type: none"> <li>• Works creatively within guidelines</li> </ul>	critical priorities/needs change. This position will need to manage change effectively and ensure that public information is modified to align with changing needs. Pressure will come from many different areas, including the public, communications, field staff, facility operators, partners, stakeholders, contact centre agents, etc. This position will need to be agile to adapt.
Drive for Results	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Actively sets goals and remains open to advice on reaching them: <ul style="list-style-type: none"> <li>• Sets goals and prioritizes work</li> <li>• Identifies and corrects areas for improvement</li> <li>• Suggests actions; asks for advice when lacking information or multiple priorities</li> <li>• Operates within APS value system</li> </ul>	The Public Information Strategist will need to set clear, measurable engagement goals in their digital strategy. They will need to use analytics to inform their content development and use creative solutions to continually align with evolving digital engagement trends.
Develop Networks	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Leverages relationships to build input and perspective: <ul style="list-style-type: none"> <li>• Looks broadly to engage stakeholders</li> <li>• Open to perspectives towards long-term goals</li> <li>• Actively seeks input into change initiatives</li> <li>• Maintains stakeholder relationships</li> </ul>	The Public Information Strategist will be responsible for working with program areas, field staff and communications. This position will need to create strong relationships with these staff to ensure their needs are met, public information is timely and up-to-date, and requests are incorporated into the business rules, policies and procedures that will be developed.
Systems Thinking	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Considers inter-relationships and emerging trends to attain goals: <ul style="list-style-type: none"> <li>• Seeks insight on implications of different options</li> <li>• Analyzes long-term outcomes, focus on goals</li> </ul>	The public info strategist needs to turn Alberta Parks operational info and government priorities into campaigns that are disseminated through Social Media, Newsletters, Alberta Parks Websites and Key

		and values <ul style="list-style-type: none"><li>• Identifies unintended consequences</li></ul>	Messages. They need to balance broader digital media strategy with organizational objectives while considering user engagement, analytics, brand identity and cross-platform dynamics. This position requires a significant competency with systems thinking.
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**Benchmarks**

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

**Assign**

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

<div>Employee Name</div>	<div>Date yyyy-mm-dd</div>	<div>Employee Signature</div>
<div>Supervisor / Manager Name</div>	<div>Date yyyy-mm-dd</div>	<div>Supervisor / Manager Signature</div>
<div>Director / Executive Director Name</div>	<div>Date yyyy-mm-dd</div>	<div>Director / Executive Director Signature</div>
<div>ADM Name</div>	<div>Date yyyy-mm-dd</div>	<div>ADM Signature</div>