

[Guide](#) [Benchmarks](#) [Competencies](#)

New

Ministry

Forestry and Parks

Describe: Basic Job Details

Position

Position Number

Working Title (30 characters)

Parks Public Information Liaison

Requested Class

Program Services 3

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Business Unit

Dept ID

Program Code

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

Parks Operations/Visitor Exp. & Business Supports

Current organizational chart attached?

Supervisor's Position Number

Supervisor's Working Title (30 characters)

Sr Manager, Visitor Experience

Supervisor's Current Class

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

Alberta's parks inspire people to discover, value, protect and enjoy the natural world and the benefits it provides for current and future generations. Parks Division (Alberta Parks) is focused on operations of facilities and services in high-value (conservation, recreation, tourism) lands to provide outstanding recreational and wilderness experiences to all Albertans. Alberta Parks is an extensive network of 450+ provincial parks and recreation areas. As part of visitor services, Alberta Parks supports visitor experience through public information (including safety information), trip planning, and sells a full suite of products and services online, in-person and over the phone. To support these visitor services and ensure the most up-to-date and accurate information is being provided to Alberta Parks users, this position is key to coordinating public information across multiple channels, applications and regions for all provincial parks and recreation areas, regions and partners.

Reporting to the Manager of Public Information, the Public Information Liaison coordinates daily public information for Alberta Parks operations that is timely and accurate. This position will work directly with the Visitor Experience team, technology (AlbertaParks.ca, Shop.AlbertaParks.ca, etc.), the Alberta Parks Call Centre, Alberta Parks' field staff, and Alberta Parks' Partners and Facility Operators to provide creative solutions for information provision and business process needs.

The position works to pro-actively establish relationships and collaboratively work with the various Alberta

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities ([sample policy research job](#)):

Alberta Parks employs a coordinated approach to address public concerns and information needs, with the Public Information Liaison providing strategic planning, collaboration, and coordination services to further profile, promote and support visitor experiences and business operations. Core responsibilities for coordination of external facing public information and operational functions include:

1. Manage daily advisory and content update requests for AlbertaParks.ca.

- Complete all content update requests and advisory requests daily; fact checking and rewriting to match desired brand and tone for audience when applicable.
- Liaise with field staff, partners and facility operators for clarification and accuracy of details for update requests.
- Review all advisories (Alberta Health Services water quality, wildlife, construction, closures, etc.) for start and end of season clean up and monthly to ensure timely and up-to-date public information accuracy.
- Escalate requests for approval when they do not follow defined business requirements.
- Ensure information consistency and accuracy across and within communication channels (AlbertaParks.ca, Reserve.AlbertaParks.ca, Shop.AlbertaParks.ca, Social Media, etc.)

2. Undertake bi-seasonal content collection, validation and updates across multiple applications to ensure completeness and accuracy of all public information across all platforms.

- Working with branch staff, field staff, facility operators, partners, etc. coordinate the collection and validation for all attributes data for new additions and changes to web content.
- Validate that all park open/close dates; campground open/close dates; amenity availability (firewood, water, showers, etc.) are accurate on AlbertaParks.ca and across all platforms including Shop.AlbertaParks.ca seasonally.

3. Manage all incoming Contact Us inquiries and direct response emails.

- Monitor Contact Us Email feedback and inquiries, tracking technical issues, and correspond with field contacts
- Assist with implementation of the annual communications plan and respond to ongoing public feedback.

4. Support maintenance of digital assets in the Digital Assets Management (DAMS) application.

- Support collection, review, upload and categorization/meta tagging of staff digital assets for use in public information and promotions
- Upload ambassador and volunteer digital assets to Alberta Parks's DAMS.

5. Coordinate publication distribution requests and print orders.

- Manage warehouse inventory Alberta Parks public information publications. Report monthly stock levels, request volumes and need for re-order of specific publications for budget allocation.
- Coordinate requests and distribution of public information publications out to campgrounds, districts, and stakeholders including RVDA, Travel Alberta Visitor Information Centres, etc.
- Coordinate the production of various print materials throughout the year, ensuring timely delivery and adherence to quality standards by managing proofs, vendor relationships, budget and print schedules.

6. Coordinate Edmonton and Calgary RV Expo and Public Information for Parks Day events.

- Coordinate booking booths, booth furnishings and setup, staffing schedule, public info key messages,

publications and swag for both Edmonton and Calgary RV Expos.

- Manage curating albertaparks.ca Parks Day event listings. Work with field staff to coordinate public information needs, i.e. brochures, colouring sheets, swag, etc.

7. Support basic public information reporting and analysis needs.

- Annually collect, verify, enter and run reports related to camping types, advisory types, program info, region, etc.
- Maintain SharePoint site content, issues raised via Contact Us emails and by the Call Centre, training materials, promotional materials, operating seasons, etc.
- Create data spreadsheets as requested.

Problem Solving

Typical problems solved:

- Manage information flow between parks, campgrounds, districts, regional offices and central coordination for public facing dissemination via AlbertaParks.ca, Reserve.AlbertaParks.ca and Alberta Parks Contact Centre.
- Assist field staff and contact centre agents with questions, key messages and FAQs.
- Work with the contact centre to resolve any public information issues.
- Create new FAQs, adjust content online, and collaborate with program areas to resolve public information issues.
- 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 Alberta Parks Contact Us email inquiries from the public and stakeholders about all things Alberta Parks, including day use, camping, fees, regulations, programs, events, advisories, etc.
- Collaborate with Contact Centre agents and field staff to seek out required information to respond to inquiries and resolve all complaints and concerns received via AlbertaParks.ca Contact Us email box.
- Respond to public complaints and refund requests 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.
- Manage AlbertaParks.ca advisories.
- Coordinate AlbertaParks.ca content updates.
- Collaborate with Visitor Experience team to improve and revise information management and business processes behind Visitor Experience delivery.

Types of guidance available for problem solving:

Reporting to the Manager of Visitor Experience, this position is responsible for daily coordination of Contact Us email responses, Advisory requests, data verification and content updates, as well as support planning for improvements, enhancements and expansion in support of Alberta Parks revenue generation priorities.

- Maintain accurate key messages and FAQs for public inquiry responses.
- Determine appropriate processes/steps, validation measures and business rules are in place and

followed.

This position works directly with the AlbertaParks.ca Team Lead, the Contact Centre, Enforcement agencies, Service Alberta, technical contract staff, Communications and Public Engagement communications staff, and Environment and Parks staff to support the Alberta Parks public information services.

- Setting clear and consistent timelines.
- Setting clear and consistent processes and procedures for staff to follow.
- Ongoing open communications to determine problems at an early stage.
- Maintains familiarity with Ministry and government processes and approval requirements, including Alberta Parks Act, Regulations, Directives and Business Rules.
- Strong working relationships with field staff and committee structures for engagement.

Direct or indirect impacts of decisions:

This position strives to ensure consistency and efficiency of approaches through collaboration with other visitor experience team members, Alberta Parks Call Centre team lead(s), visitor services team leads and park recreation resource officers. This position must coordinate and undertake assigned activities associated with albertaparks.ca data updates, advisories and Contact Us emails. This includes simultaneously coordinating multiple tasks related to different aspects of Alberta Parks visitor experience and operations. This position will have 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:

Equivalencies will be considered with sufficient related experience

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

University graduation in a related field or equivalent, like Information Systems, Data Management, Communications, Public Relations 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: campground operations, campground reservations and/or procedures; policy and regulations specific to parks agencies; a good understanding/appreciation of the IT environment, internet, databases, applications and their development, 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 Microsoft Word, Excel and PowerPoint.

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		

Systems Thinking	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Considers inter-relationships and emerging trends to attain goals:</p> <ul style="list-style-type: none"> • Seeks insight on implications of different options • Analyzes long-term outcomes, focus on goals and values • Identifies unintended consequences 	<p>Supporting Alberta Parks visitor experience and public information through data management and coordination will involve identifying emerging trends; long term analysis of program outcomes; and focus on goals and objectives of divisional operations to ensure any future challenges are anticipated. The Public Information Liaison will be responsible for managing all contact us emails, data update requests, advisory requests, validation and support for operational public information needs.</p>
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>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 critical priorities/needs change. This position will need to manage change effectively and ensure that the program requirements as related to data management and coordination, adapting to the changing needs. Pressure will come from many different areas, including the public, field staff, facility operators, partners, stakeholders, contact centre agents, etc. This position will need to be agile to adapt.</p>
Develop Networks	<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 	<p>The Public Information Liaison will be responsible for working with field staff and the Contact Centre. This</p>

		<ul style="list-style-type: none"> • Has contact with range of interested parties • Actively incorporates needs of a broader group • Influences others through communication techniques 	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.
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Benchmarks

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

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.

Employee Name	Date yyyy-mm-dd	Employee Signature
Manager/Director Name	Date yyyy-mm-dd	Manager/Director Signature
Executive Director Name	Date yyyy-mm-dd	Executive Director Signature
ADM Name	Date yyyy-mm-dd	ADM Signature