

Public (when completed)

Common Government

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### Update

Ministry  
Forestry and Parks

#### Describe: Basic Job Details

##### Position

Position ID: 50065917 Position Name (30 characters): Kananaskis Information Officer

Current Class: Administrative Support 3

Job Focus: Operations/Program Supervisory Level: 00 - No Supervision

Agency (ministry) code: CA34 Cost Centre: 10000000622676 Program Code: (enter if required)

##### Employee

Employee Name (or Vacant)

##### Organizational Structure

Division, Branch/Unit: 42090005, 43090015/44090184  Current organizational chart attached?

Supervisor's Position ID: Supervisor's Position Name (30 characters): Visitor Info. Serv. Supervisor Supervisor's Current Class: Program Services 1

#### Design: Identify Job Duties and Value

##### Changes Since Last Reviewed ?

Date yyyy-mm-dd

Responsibilities Added:

Responsibilities Removed:

##### Job Purpose and Organizational Context ?

Why the job exists:  
The Kananaskis Information Officer is a permanent, salaried position that reports directly to the Visitor Information Centre Supervisor. This position is a front-line role responsible for daily delivery of public information and messaging at one of the regional Visitor Information Centres (VICs) directly, as well as the daily operation of that centre. The position also delivers personal and non-personal information outreach

within and about their respective District. As the “face” of Alberta Parks, this position is a key conduit for the gathering and sharing of public stories (feedback, complaints, and testimonials) and internal/staff experiences and messages (trail conditions, public safety, and experiences) through a variety of existing and new media, including social media and Alberta Parks websites.

## Responsibilities

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

Delivery of information about Kananaskis Region and Alberta Parks trails, facilities, and safety conditions between Kananaskis Operations and visitors (directly and through private operators) at a regional Visitor Information Centre in order to increase the knowledge of visitors by:

- Handling visitor inquiries at the Centre that cannot be addressed through non-personal techniques.
- Aggregating and using information in personal and non-personal information channels for the entire Region.
- Performing retail sales, cash-in/cash-out procedures, and proactively reporting inventory needs

Performing daily operations of the centre to ensure a professional and safe worksite that meets visitor needs by:

- Assisting VIC Supervisor in ensuring facility and administrative compliance with OH&S guidelines.
- Keep facility clean (i.e. tidy bathrooms, empty garbage and recycling, report issues to cleaning contractor).
- Ensuring building security through effective opening and closing procedures and reporting maintenance needs.
- Reporting and following up on technical/I.T. issues with the VIC Supervisor and learning to clean and maintain at a basic level the displays/computers/AV equipment/SuperNet/etc.).
- Updating and maintaining non-personal information such as bulletin boards, kiosks, and so on.
- Anticipating and communicating Visitor Centre operational needs to the Visitor Services Team Lead.

Delivering information outreach to engage the public beyond the visitor centre, and in more responsive ways by:

- Distributing and posting notices and advertisements for Alberta Parks' programs throughout the District (i.e. Interpretive Programs Ads, public safety notices) as required and as schedule permits.
- Roving park facilities and trails to engage visitors informally with park information as schedule permits.
- Participating in and supporting information outreach events such as festivals, under guidance of the Visitor Services Team Lead.

Gathering and sharing staff- and visitor-generated first-hand accounts of trails, experiences, and facilities to ensure accuracy and authenticity of information by:

- Compiling and posting Regional trail data from staff and users.
- Supporting the sharing and collection of public and staff experiences in the Region through text, video, photos, and social media as per the Freedom of Information and Privacy Act (FOIP) (i.e. media consent forms).
- Responding to or forwarding requests through email, phone, social media, and mail as per PE Section directives.

## Problem Solving

Typical problems solved:

Interacts regularly with front-line Visitor Information Centre Supervisor to understand public needs and to ensure consistent and accurate delivery of information. This position is part of a creative and collaborative “Marketing and Public Information Program” within the Public Engagement Section of Kananaskis Region and is expected to be a positive contributor to meeting the broader team goals.

Types of guidance available for problem solving:

Training and reference materials are available, with a VIC Supervisor available to provide further guidance on-site or within a phone call away.

Direct or indirect impacts of decisions:

Solving this problem appropriately results in risk mitigation (as much as possible), and an enjoyable visit for the client. Solving it inappropriately can result in injury and/or loss of life.

**Key Relationships** ?

Major stakeholders and purpose of interactions:

Will interact face-to-face with approximately 100,000 visitors to the region in a given year, to provide public safety and recreation information, as well as management messaging regarding appropriate uses of the parks.

Will provide daily content to AlbertaParks.ca which will be used as a reference for millions of visits to the region, to help visitors plan their trips safely.

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**Required Education, Experience and Technical Competencies** ?

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
High School Diploma			

If other, specify:

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

The position must have the ability and comfort required to communicate content effectively through a variety of techniques such as at the counter, roving, in writing, on the telephone, and through social media. Proficiency with Microsoft Word and Outlook are essential and graphics, photography, map design, social media (Facebook, Twitter, etc.), Excel, and print layout skills are an asset. The position requires exceptional interpersonal and communication skills (e.g. public speaking, active listening, charm and confidence, humility and sincerity) in order to understand and respond to visitor requests by soliciting and adapting to individual visitor needs or perspectives, and to act as a public host - the "face" of Alberta Parks.

The position requires excellent reading comprehension skills in order to quickly absorb and apply large quantities of information delivered through a variety of channels, such as verbally, at meetings, reports, online, and email. They must be able to work independently and show initiative as part of a team that deals with the busiest region in Alberta Parks.

The position must possess an understanding of the landscapes, ecology, experiences, and public use of parks in the Kananaskis region, and an ability and interest in broadening that understanding under the guidance of the Visitor Information Centre Supervisor. A background in communications, outdoor education, resource management, customer service or conservation education is required. Equivalent experience would be considered.

**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		

Agility	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Understands need for change and manages own emotions:</p> <ul style="list-style-type: none"> <li>• Uses common sense and past experience to approach ambiguous problems</li> <li>• Prevents emotions from affecting others negatively</li> <li>• Looks for information on changes</li> <li>• Open to new ideas and helping co-workers</li> </ul>	<p>In a work environment where the information being provided changes on a minute-to-minute basis as the landscape and fauna change, it is critically important for this position to always be prepared to change directions or messages as needed.</p>
Develop Networks	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Maintains collegial internal relationships and understands external network:</p> <ul style="list-style-type: none"> <li>• Seeks to understand perspectives and needs of others</li> <li>• Follows through, has integrity and respect for others</li> <li>• Helps and follows through</li> <li>• Keeps key stakeholders informed; is professional and respectful</li> </ul>	<p>Working in a small office but as a member of a large and collaborative team, this position must be able to know whom in Kananaskis Operations to talk to, about what issues as they arise.</p>
Systems Thinking	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Observes and understands larger impact of role:</p> <ul style="list-style-type: none"> <li>• Sees impact of work on organization; anticipates change in own area based on activities in other areas</li> <li>• Considers how own work impacts others and vice versa</li> <li>• Ask questions to understand broader goals</li> <li>• Aware of how organization adds value for clients and stakeholders</li> </ul>	<p>As the "Face of Kananaskis", this role must at all time consider the larger implications of any message that they deliver to a member of the public, either face-to-face or via the internet. They are considered by the public to be the voice of GoA, and must at all times consider the larger implications of what they say and how they say it through that lens.</p>
Creative Problem Solving	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Is open to new ideas and breaks problems down to identify solutions:</p> <ul style="list-style-type: none"> <li>• Breaks down problems into small parts</li> <li>• Constructively questions and challenges the norm</li> <li>• Open to other's</li> </ul>	<p>A rapidly-changing landscape means that unforeseen problems are a daily occurrence. Staff in this position must be able to contribute meaningfully to decisions about how to proceed within the context of</p>

		<p>perspectives and aware of own</p> <ul style="list-style-type: none"> <li>• Contributes ideas for improving processes, and adapts existing practice to address problems</li> </ul>	<p>these changes, and must be able to work as a member of the larger team to improve the service offerings when appropriate.</p>
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**Benchmarks** 

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

Agriculture & Forestry Centre Admin. Support/Receptionist  
Human Services Admin. Assistant

**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

\_\_\_\_\_  
Supervisor / Manager Name

\_\_\_\_\_  
Date yyyy-mm-dd

\_\_\_\_\_  
Supervisor / Manager Signature

[Remove Signature](#)

[Add Signature](#)

\_\_\_\_\_  
Director / Executive Director Name

\_\_\_\_\_  
Date yyyy-mm-dd

\_\_\_\_\_  
Director / Executive Director Signature

[Add ADM Signature](#)

[Add DM Signature](#)