

Update

Ministry

Service Alberta and Red Tape Reduction

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Manager, Engagement and Education

Current Class

Manager (Zone 2)

Job Focus

Policy

Supervisory Level

01 - Yes Supervisory

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Jodi Morris (to be moved into placeholder position pending retirement prior to new recruitment)

Organizational Structure

Division, Branch/Unit

CRSS, Consumer Services/SPE

☒ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Director, SPE

Supervisor's Current Class

Senior Manager (Zone 2)

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

Responsibilities Added:

- Leading Stakeholder Engagement: the Manager, Engagement and Education is responsible for developing strategic stakeholder engagement approaches and materials in support of identified ministry policy priorities.

- Managing Appeal Board Administration: the Manager, Engagement and Education is responsible for managing the Service Alberta and Red Tape Reduction appeal boards process in order to ensure the effective operation of these quasi-judicial bodies.

Responsibilities Removed:

- None

Job Purpose and Organizational Context

Why the job exists:

This position is being re-profiled within the context of organizational changes to the Branch and Unit. The updated job profile for the position focuses on having a leadership role in both stakeholder engagement to support Unit and Branch strategic policy capacity, and consumer education and outreach in support of the ministry's mandate for consumer protection. The primary outcomes that this position is responsible for overall are developing consumer education strategies, identifying opportunities for outreach, ensuring effective stakeholder engagement that supports policy development, overseeing the Service Alberta and Red Tape Reduction appeal board process, and people leadership through the direct supervision and development of staff.

Responsibilities

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

1. Stakeholder Engagement

The Manager, Engagement and Education is responsible for leading the full spectrum of external stakeholder engagement processes within the Strategic Policy and Engagement (renamed from Strategic Policy, Engagement and Innovation) Unit. This includes:

- Ensuring stakeholder engagement strategies effectively support policy development and legislative proposals.
- Developing Strategic Engagement Plans and supporting materials for approval by Policy Coordination Office and Communications and Public Engagement.
- Collaborating with Policy, Governance, and Legislative Services Branch (Consumer, Registry, and Strategic Services Division) on the preparation of Strategic Engagement Plans and supporting materials.
- Working with internal stakeholders in the Branch and Division to develop broad stakeholder engagement strategies.
- Planning, managing and facilitating stakeholder engagement activities, including follow-up and communications with external stakeholders in support of government policy priorities.

2. Consumer Education

The Manager is responsible for the development of consumer education strategies and resources/ materials, including the identification of new and innovative methods of delivery that utilize new and emerging digital technologies, including Artificial Intelligence (AI). This includes:

- Developing and implementing effective strategies for educating consumers about rights, responsibilities and protections under consumer protection legislation.
- Developing new education approaches in response to emerging consumer protection issues and in support of identified strategic outcomes.
- Developing communications strategies that enable Albertans to access the information they are looking for in a format and method that meets their needs. This may include web-based and social media formats.
- Developing and maintaining resources and materials to ensure relevance and accuracy.
- Identifying new approaches to education and outreach strategies that leverage new technology and digital methods, including consideration of AI in the development of new strategies.
- Working collaboratively with staff within the Consumer Services Branch as well as other staff across the branch, division, ministry, and GOA to ensure consumer education needs are addressed effectively.

3. Outreach

The Manager is responsible for outreach activities in support of consumer education, with audiences including the general public as well as stakeholder organizations. This includes:

- Developing new outreach strategies that utilize and leverage new and emerging digital technologies.
- Managing a schedule of outreach activities and events.
- Developing and maintaining relationships with stakeholders in support of effective outreach activities.
- Identifying new audiences for outreach, including vulnerable/marginalized groups who would benefit from consumer education regarding rights and protections available to them.
- Assigning staff to participate in outreach activities and events and/or participating directly.

4. Service Alberta and Red Tape Reduction Appeal Boards

The Manager is responsible for overseeing the administration of the Service Alberta and Red Tape Reduction appeal board process. This includes:

- Working with staff to ensure that appeal panels are set up according to legislated timelines.
- Preparing and/or reviewing appointment packages for Deputy Minister approval.
- Reviewing honorarium expense claims for accuracy and policy compliance prior to Director sign-off.
- Leading the recruitment process to ensure a roster of pre-qualified individuals to serve as chair or panel members on Service Alberta and Red Tape Reduction Appeal boards.

5. People Leadership

The Manager is responsible for the direct supervision of professional staff supporting both stakeholder engagement and consumer education initiatives. This includes:

- Strategic leadership to develop staff competencies needed to deliver on outcomes.
- Managing a team of multiple Program Services 3 and 4 staff with full managerial authorities.
- Mentoring, coaching, and working with staff to support performance excellence.
- Supporting the team and working with staff to identify ways to further enhance employee engagement.
- Contributing as an active member of the Consumer Services management team, including serving as Acting Director in the absence of the Director, Strategic Policy and Engagement.

Problem Solving

Typical problems solved:

- Stakeholder Engagement: problem solving may include how to manage diverse stakeholder perspectives in the context of government priorities and direction while ensuring stakeholders feel heard.
- Consumer Education: problem solving may include how to develop new and innovative approaches to consumer education in the midst of an ever changing technological environment and public/stakeholder expectations; consideration of how new technologies (e.g., AI) should be considered is essential to this.
- Outreach: problem solving may include how to maximize outreach effectiveness given scheduling, staff capacity, and budget constraints, while developing new and innovative strategies to best communicate with targeted audiences.
- Appeal Boards: problem solving may include working with staff to determine effective distribution of appeal workloads among pre-qualified chair and panel members, and how to manage the process within legislated timelines.
- People Leadership: problem solving may include identifying gaps in staff competencies to be addressed through professional development and/or future recruitment, as well as working with the Consumer Services management team to develop effective strategies that promote employee engagement.

Types of guidance available for problem solving:

- The primary guidance available for problem solving would come from the Director, Strategic Policy and Engagement.
- Other members of the Consumer Services management team are also available as a resource, as well as staff across the branch with specific subject-matter expertise.
- Staff across the division and ministry, including the Policy, Governance and Legislative Services Branch may assist in problem solving on specific policy and engagement files.
- HR Business Partners (Public Service Commission) are available to offer guidance on employee matters.

Direct or indirect impacts of decisions:

The Manager, Engagement and Education has significant scope of impact in terms of decision-making, including:

- How to effectively communicate with key stakeholders and organizations and maintain effective stakeholder relations in support of the ministry's identified policy and legislative priorities.
- The allocation of staff resources to effectively meet expectations for deliverables.
- Putting forward recommendations to senior and executive management which may influence how the

ministry proceeds on key files.

Key Relationships

Major stakeholders and purpose of interactions:

Key Stakeholders (Internal), Purpose, and Frequency of Contact

- Director, Strategic Policy and Engagement: ongoing communication on the identification and managing of priorities and deliverables (daily).
- Direct Reports: assigning work to staff and managing competing priorities (daily).
- Consumer Services Management Team: identification and resolution of opportunities and challenges in conjunction with branch management (daily/weekly).
- Branch Staff: working with subject matter experts on specific topics and files (daily/weekly).
- Policy, Governance, and Legislative Services: participating in project meetings and working collaboratively on key policy and engagement priorities (weekly).
- Communications and Public Engagement: consulting on key public-facing items to ensure coordination with CPE (weekly).
- Divisional/Ministry Staff: communication as needed to support key priorities (weekly/monthly).

Key Stakeholders (External), Purpose, and Frequency of Contact

- Condominium Stakeholder Working Group: communication to support ongoing relationships with this key advisory body comprising diverse condominium stakeholder organizations regarding condominium policy and legislation (monthly).
- Industry and Advocacy Organizations (Policy): communication to support engagement on specific files or to address emerging issues as needed (weekly/monthly).
- Stakeholder Organizations and Community Groups (Consumer Education and Outreach): communication to support the identification of consumer education initiatives and outreach opportunities; stakeholder groups can range from law enforcement to immigrant-serving agencies or other groups with an interest in consumer protection (weekly/monthly).
- FPTs: communication with the federal, provincial, and territorial governments to support cross-jurisdictional scanning on key areas of policy development and emerging areas of consumer protection and education (weekly/monthly).

Required Education, Experience and Technical Competencies

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

If other, specify:

There are no specific professional designations that are a requirement.

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

The incumbent will be expected to have comprehensive knowledge and experience in the following areas:

- Knowledge of Consumer Services legislation and regulations.
- Knowledge and experience with adult education methodologies.
- Knowledge of emerging areas of new technology, including the development of strategies with respect to AI.
- Experience with effective stakeholder engagement approaches and strategies.
- Awareness of policy development approaches within a GOA context.

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 type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	Integrates broader context into planning: <ul style="list-style-type: none">• Plans for how current situation is affected by broader trends	The incumbent needs to integrate strategic engagement approaches within the context of shifting policy priorities

		<ul style="list-style-type: none"> Integrates issues, political environment and risks when considering possible actions Supports organization vision and goals through strategy Addresses behaviours that challenge progress 	and the broader political environment. This may mean changing course or direction as needed with active stakeholder engagement initiatives.
Drive for Results	○ ○ ● ○ ○	<p>Takes and delegates responsibility for outcomes:</p> <ul style="list-style-type: none"> Uses variety of resources to monitor own performance standards Acknowledges even indirect responsibility Commits to what is good for Albertans even if not immediately accepted Reaches goals consistent with APS direction 	The incumbent needs to work effectively as a manager and team leader to delegate tasks and assignments and leverage the capacity of the team to deliver on projects and priorities.
Develop Networks	○ ○ ○ ● ○	<p>Makes working with a wide range of parties an imperative:</p> <ul style="list-style-type: none"> Creates impactful relationships with the right people Ensures needs of varying groups are represented Goes beyond to meet stakeholder needs Ensures all needs are heard and understood 	The incumbent needs to work proactively to engage with stakeholders on a variety of topics as well as effectively managing key identified government policy priorities.
Develop Self and Others	○ ○ ● ○ ○	<p>Plans according to career goals and regular development:</p> <ul style="list-style-type: none"> Aligns personal goals with career goals Leverages strengths; attempts stretch goals Provides feedback and openly discusses team performance Values team diversity, and supports personal development 	The incumbent takes responsibility for their own professional development in addition to working directly with staff in support of performance excellence.

Benchmarks

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

Manager, Program Development and Delivery
MJEP Benchmark Evaluation - M410-03

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
Supervisor / Manager Name	Date yyyy-mm-dd	Supervisor / Manager Signature
Director / Executive Director Name	Date yyyy-mm-dd	Director / Executive Director Signature