New

Ministry

Forestry and Parks

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Strategic Communications Speci

Requested Class

Job Focus

Operations/Program

Supervisory Level

01 - Yes Supervisory

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

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

Forestry, Information Unit

☐ Current organizational chart attached?

Supervisor's Position ID   Supervisor's Position Name (30 characters)   Supervisor's Current Class

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

Forestry Division operates within a complex, evolving and emergent environment. The Division's activities are primarily within the Forest Protection Area of Alberta (60% of the province's landbase).

The Strategic Communications Specialist is a critical role within the Forestry, Parks and Tourism Ministry, responsible for strategic information management, executive-level reporting, and emergency response coordination. This position ensures that decision-makers receive timely, accurate, and actionable insights to support ministry operations, particularly during crises or high-priority situations.

The role integrates data analysis, risk assessment, and strategic communications to enhance the ministry's ability to respond to emerging issues, optimize operations, and align with government priorities. The Strategic Communications Specialist proactively monitors legislative, environmental, and operational developments, synthesizing key information into executive briefings, dashboards, and reporting frameworks.

This role requires a proactive, strategic mindset to anticipate challenges, provide real-time analysis, and ensure alignment across the ministry's stakeholders.

This position works under high pressure situations to provide timely and accurate updates on current and emerging issues, and to ensure information is provided in an efficient and effective manner. A strong understanding of the wildfire

management program, forest management, communications and Government of Alberta is essential for this position, as well as effective data analysis and project management skills.

Responsibilities

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

1. Strategic Planning & Executive-Level Reporting
   - Develop and implement information management frameworks to enhance reporting, risk assessment, and decision support for executive leadership.
   - Produce high-level reports, briefings, and strategic dashboards to inform ministry executives, including Deputy Ministers and Assistant Deputy Ministers.
   - Conduct trend analysis and risk assessments, providing leadership with evidence-based insights and forward-looking recommendations.
   - Maintain real-time situational awareness by tracking legislative changes, environmental conditions, and operational impacts.
   - Work closely with data analysts and policy teams to refine reporting structures and visualization tools for maximum clarity and impact.
2. Crisis and Emergency Communications
   - Serve as a key information liaison during emergencies, ensuring decision-makers receive timely and relevant updates.
   - Develop crisis information protocols to ensure structured, accurate, and rapid dissemination of critical data.
   - Collaborate with emergency management teams to provide real-time reporting on forestry-related incidents, public safety concerns, and policy responses.
   - Lead post-incident evaluations, summarizing lessons learned and recommending strategic improvements for future responses.
3. Issue Identification and Risk Management
   - Identify emerging risks, policy gaps, and operational challenges that could impact ministry objectives.
   - Conduct scenario planning and predictive analytics to anticipate and mitigate risks.
   - Provide early warning intelligence on key trends affecting the ministry's policy environment.
   - Support cross-government coordination to align responses to high-priority issues.
4. Stakeholder and Cross-Ministry Coordination
   - Act as a central point of contact for information-sharing across government agencies, industry representatives, and external stakeholders.
   - Lead coordination efforts to ensure alignment between ministry operations, emergency response teams, and executive decision-making.
   - Develop communications strategies and key messaging documents for internal and external use.
   - Facilitate interdepartmental collaboration to address complex policy challenges.

Problem Solving

Typical problems solved:

   - Identifying risks, operational challenges, and policy gaps.
   - Synthesizing complex data into executive insights.
   - Providing real-time reports for crisis response.
   - Ensuring accurate, timely information flow.
   - Managing stakeholder and public communication risks.
   - Aligning cross-ministry messaging and decisions.

Types of guidance available for problem solving:

   - Government policies, regulations, and strategic frameworks.
   - Collaboration with leadership, emergency teams, and advisors.
   - Ministerial directives and executive mandates.
   - Input from interdepartmental teams and stakeholders.

Direct or indirect impacts of decisions:

   - Direct:
     - Supports executive decision-making and crisis response.
     - Shapes public communications and messaging.

- o Influences policy and operational strategies.
- Indirect:
  - o Enhances ministry reputation and risk mitigation.
  - o Impacts long-term policy and funding priorities.
  - o Strengthens stakeholder trust and collaboration.

Key Relationships

Major stakeholders and purpose of interactions:

- Reports to: Information Unit Manager
- Liaises with: Ministers, Deputy Ministers, Assistant Deputy Ministers, Communications Teams, Wildfire Management Branch, Emergency Management Units, and External Stakeholders
- Collaborates with: Ministry executives, industry representatives, public safety agencies, and intergovernmental partners

Required Education, Experience and Technical Competencies

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

If other, specify:

Bachelor's degree in Communications, Public Administration, Business, Emergency Management

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

Education/Training
The position requires a post-secondary degree/diploma in in Communications, Public Administration, Business, Emergency Management, Data Science, or a related field.

Experience
- Minimum 3+ years of experience in strategic communications, executive reporting, emergency response coordination, or issues management within government, public sector, or a complex organizational setting.
- Demonstrated experience in analyzing complex issues, preparing executive-level briefings, and providing strategic recommendations.
- Proven ability to coordinate crisis communications, risk assessments, and cross-ministry reporting.
- Experience in real-time data analysis, intelligence gathering, and reporting on evolving situations affecting policy or operations.
- Familiarity with stakeholder engagement and cross-functional coordination, including working with senior executives, government agencies, and emergency management teams.
- Strong background in public policy analysis, media relations, and government decision-making processes.

Technical Competencies
- Expertise in strategic communications, risk analysis, and real-time reporting.
- Strong understanding of government decision-making processes, crisis management frameworks, and policy development.
- Proficiency in data visualization tools such as Power BI, Tableau, or GIS mapping software to enhance reporting clarity.
- Advanced knowledge of Microsoft Office Suite (Excel, PowerPoint, Word) and document automation tools.
- Ability to synthesize large volumes of data into concise, actionable reports for executive audiences.
- Experience with media monitoring, social listening tools, and public sentiment analysis for proactive issues management.
- Strong writing, editing, and presentation skills, with the ability to translate complex information into clear, compelling narratives.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level A B C D E	Level Definition	Examples of how this level best represents the job
Creative Problem Solving	○ ○ ○ ◉ ○	Works in open teams to share ideas and process issues: • Uses wide range of	1. Needs to establish processes and systems to update the right information at the right

		techniques to break down problems
		• Allows others to think creatively and voice ideas
		• Brings the right people together to solve issues
		• Identifies new solutions for the organization
			time.
			  - Develops and implements real-time intelligence-sharing frameworks to ensure executives receive accurate, up-to-date information for decision-making.
			
			2. Develops innovative approaches to synthesize complex information for executive decision-making.
			  - Creates interactive dashboards and strategic reporting templates to present large volumes of data in a concise, actionable format for senior leadership.

Drive for Results	○ ○ ○ ◉ ○	Works to remove barriers to outcomes, sticking to principles:
		• Forecasts and proactively addresses project challenges
		• Removes barriers to collaboration and achievement of outcomes
		• Upholds principles and confronts problems directly
		• Considers complex factors and aligns solutions with broader organization mission
			1. Proactively identifies and mitigates barriers to information flow during high-pressure situations.
			  - Implements streamlined reporting structures and cross-ministry coordination to ensure timely and accurate information reaches decision-makers without delays.
			
			2. Aligns strategic communications and risk intelligence with the broader organizational mission.
			  - Develops issue-tracking frameworks and real-time reporting tools that support data-driven decision-making while maintaining transparency and accountability.

Build Collaborative Environments	○ ○ ○ ◉ ○	Involves a wide group of stakeholders when working on outcomes: • Involves stakeholders and shares resources • Positively resolves conflict through coaching and facilitated discussion	1. Facilitates cross-ministry collaboration to ensure alignment on strategic issues. - Leads working groups and stakeholder meetings to share insights, coordinate responses, and

		• Uses enthusiasm to motivate and guide others • Acknowledges and works with diverse perspectives for achieving outcomes	ensure consistency in decision-making across government agencies. 2. Encourages open communication and diverse perspectives to drive solutions. - Establishes structured engagement forums where internal and external stakeholders can contribute expertise, resolve conflicts, and develop informed, balanced strategies.

Systems Thinking	○ ○ ◉ ○ ○	Takes a long-term view towards organization's objectives and how to achieve them:
		• Takes holistic long-term view of challenges and opportunities
		• Anticipates outcomes and potential impacts, seeks stakeholder perspectives
		• Works towards actions and plans aligned with APS values
		• Works with others to identify areas for collaboration
			1. Ensures emergency wildfire updates reach the right stakeholders at the right time.
			  - Develops an integrated communication system that connects frontline response teams, government agencies, and the public to ensure timely and consistent messaging during wildfire events.
			
			2. Anticipates long-term wildfire communication needs to improve future response efforts.
			  - Establishes a feedback loop with emergency responders, municipalities, and industry partners to analyze past communication challenges and enhance coordination for future wildfire seasons.

Benchmarks

List 1-2 potential comparable Government of Alberta: Benchmark