

Update

Ministry

Describe: Basic Job Details**Position**

Position ID

Position Name (30 characters)

Current Class

Job Focus

Supervisory Level

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/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**Changes Since Last Reviewed**

Date yyyy-mm-dd

Responsibilities Added:

Responsibilities Removed:

Job Purpose and Organizational Context

Why the job exists:

The position will link closely with Government Communications and Public Engagement (CPE) staff and Public Service Commission staff to create focused campaigns and resources that maximize partnerships across the GoA, with the private sector, government and non-governmental agencies across jurisdictions, and community leaders outside of the GoA, to strengthen overall public education and preparedness with a primary focus on disaster risk reduction and building community resilience.

The Manager of Strategic Partnerships and Public Education contributes to building individual and community resilience, through development of programming and public education, contributing to the reduction of disaster risk to individual Albertans. This involves increasing disaster and emergency resilience by providing resources, information and tools to communities, individuals, families, voluntary and faith-based groups and the private sector. The development of tools and resources will be built collaboratively with a varied partners and subject matter experts. The manager is responsible for overseeing the development and strengthening of effective strategic partnerships to achieve common goals.

During activations of the Provincial Emergency Coordination Centre (PECC) the Manager of Strategic Partnerships and Public Education will support in the most appropriate position that fits their skills and abilities as defined in the Incident Command System (ICS).

Responsibilities

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

Strategic Stakeholder Engagement - The position will work closely with a high level of independence with internal partners such as Communications and Public Engagement, Public Service Commission and various Ministry representatives, as well as focus external to GoA to develop strategic partnerships to increase individual emergency preparedness and increase community resiliency. Responsible for:

- Leading and directing the development of stakeholder engagement strategy to expand AEMA's network and gather information from a wide variety of stakeholders to inform future program development as it relates to building resilience in Alberta.
- Leading the development and maintenance of critical strategic stakeholder partnerships with municipalities, Ministries, agencies, Federal partners, non-government organizations, faith-based groups, the private sector and other stakeholders as appropriate (e.g. Public Safety Canada, Canadian Red Cross, Community Planners) to foster and maintain an integrated interagency approach towards public education and awareness.
- Ensuring the unit follows sound stakeholder engagement practices, including establishment of objectives, stakeholder mapping, identifying appropriate tools and techniques and evaluating the effectiveness of the engagement to inform future work.
- Leading the expansion of AEMA's stakeholder network by exploring new opportunities for partnership and collaboration. Work with units across AEMA, and other ministry or GoA departments, to coordinate and integrate stakeholder engagement strategies in alignment with broader GoA directions.
- Leading and/or overseeing the facilitation of outreach initiatives, as required.
- Overseeing the development and rollout of research to build engagement strategies using appropriate methods, and tools.
- Leading the development and the rollout of specific engagement tactics such as colabs, regional meetings, webinars, newsletters, blog, video updates, surveys, etc.
- Overseeing the data analysis and report creation as it relates to the engagement process.
- Providing direction to the unit on the approvals process involved with public outreach and stakeholder engagement initiatives.
- Leading the facilitation of information sharing with stakeholders by leveraging technology and seeking opportunities through established stakeholder networks.
- Providing direction and leading work with Public Service Commission to find new opportunities for inter-ministry/governmental collaboration that increases individual preparedness and disaster risk reduction initiatives.

Strategic Communications - The position will work closely with a high level of independence with internal partners such as Communications and Public Engagement, Public Service Commission and various Ministry representatives to

create public education and awareness campaigns for internal and external audiences. In addition, the position will work with external partners to align messaging as part of a strategy to increase individual emergency preparedness and increase community resilience which will lead to disaster risk reduction behaviours. Responsible for:

- Leading and providing direction on the development of a strategic communications plan to increase individual emergency preparedness and community resilience.
- Overseeing the development and rollout of research to inform the development of a strategic communications strategy.
- Overseeing data collection, analysis and report creation as it relates to the effectiveness of the communications strategy.
- Providing direction and leading the unit as they work closely with CPE to develop a website strategy to ensure effectiveness of online communication tools and channels on an ongoing basis.
- Providing direction and leading the unit as they work closely with CPE to develop a social media strategy to ensure regular, pro-active communications are being distributed on a variety of channels using analytics to improve reach and engagement with key audiences.
- Providing direction and leading the unit on development of a communications strategy with Public Service Commission aimed to increase individual resiliency across the Government of Alberta.
- Providing direction and leading the development of an evaluation framework and measure effectiveness of online communications tools and channels on an ongoing basis.
- Providing direction and leading work with CPE to develop a risk reduction communication strategy to ensure the public have timely information that can help them reduce their risk at a time when they are motivated to take risk reduction action.

Public Education - The position will be aware of trends across AEMA, relevant departments across GoA, the Emergency Management Community and **relevant external partners** to align and support public education efforts aimed to increase individual and community resilience and contribute to disaster risk reduction behaviours.

- Leading and coordinating an integrated communications and public education program that aligns operational priorities with strategic messages and public information.
- Being aware of priorities across AEMA to support public education efforts.
- Contributing to existing information sharing groups or creating new information sharing channels both across AEMA and to key partners in order to align messaging, contribute to situational awareness and foster a one-government approach to improve individual and community resilience.
- Leading the unit on awareness raising initiatives year round to increase individual resilience both across the GoA and in communities across Alberta.
- Leading the creation of new educational products such as e-courses, toolkits, ambassador programs, and grant development to increase individual resilience in a variety of sectors.
- Must be prepared to act as the public education and awareness media spokesperson, or provide leadership to unit members on providing information to the public about how to prepare for an emergency or disaster.

Personal Preparedness Program - This position is responsible for leading the unit towards achieving the goal of the personal preparedness program, which is to create a cultural shift towards preparedness in Alberta. Responsible for:

- Ensuring that AEMA's role as coordinator of the annual Emergency Preparedness Week campaign is successfully implemented, and that involvement across the Government of Alberta and municipalities from across Alberta is managed appropriately to leverage the resources required for this campaign.
- Leading the unit to establish the personal preparedness program as a trusted source of information before, during and after a disaster.
- Providing direction and leading the unit in the research and development of preparedness program tools, resources and best practices.
- Ensuring the unit is collaborating with subject matter experts, to contribute to the program as well as gain their approval and endorsement.
- Reviewing and approving new preparedness content to be published on Alberta.ca

Project Management - Ensures that all projects are completed using project management principles. Responsible for:

- Ensuring that unit members follow the purpose, deliverables, timelines and accountabilities that are provided when

initiative and projects begin.

- Ensuring that project deliverables are completed by the unit at a high standard when required.
- Ensuring that teamwork is fostered across the unit, by encouraging collaboration and cross review of deliverables by team members.

Team Leadership - The Strategic Partners team is a cohesive and supportive team, with motivated and engaged resources working toward a common goal to increase individual and community resilience and reduce disaster risk across Alberta through strategic partnerships, program development and public education/communications initiatives.

Responsible for:

- Ensuring the team is working collaboratively, sharing resources, information, and expertise to achieve results
- Reviewing and approving time entries, vacation requests, and training requests for unit members.
- Managing budget requirements for the expenditures that fall under the appropriate department ID.
- Ensuring that performance agreements and performance evaluation of team members occurs on a regular basis.
- Fostering a positive workplace environment, creating a culture of mutual trust and respect with allocated personnel resources.
- Building a common vision and objectives amongst direct reports as well as project teams.
- Supporting team members in their development, both for the needs of their current position and for their future career growth.
- Providing oversight to the work unit and project teams to ensure that work is appropriately prioritized delivered on time and meets the requirements of senior management.
- Synthesizing and contributing the unit's input into branch planning and reporting.

The Director is supported by the Manager in leading partnership development and public outreach initiatives to achieve established goals.

- Represent the team and ministry on various working groups and committees (e.g. Public Safety Canada Emergency Preparedness Committee, NGO council, Emergency Management Partners).
- Manage the development of briefing notes and responses to action requests completed by the unit.
- Support grant development as it relates to building resilience at the individual level.
- Working with Manager, Disaster Risk Reduction and Manager, EM Strategic Planning & Legislation, to sustain effective information sharing and communications to support the Director.
- Will act as Director, Strategic Systems, as required.

This position may be required to work in the Provincial Emergency Coordination Centre or on field assignment as needed during emergencies to coordinate provincial emergency response efforts and/or support/advise/assist government ministries, municipalities, First Nations and/or other organizations. In these circumstances, the position may require working extended and irregular hours and/or shifts with minimal or no notice, particularly during emergencies and exercises.

The position coordinates the work of diverse stakeholder groups and supervises/manages direct reports and seconded staff; developing guidelines, standards and operational policies; providing strategic advice, options and recommendations to senior management and creating and maintaining ethical and effective partnerships with all levels of government, NGO's and the private sector. The leadership espoused by the position enhances disaster resiliency and reduces the risk and impact of disasters on Albertans.

Other leadership skills include:

- Strategic thinking skills to manage complex issues, and to direct diverse projects; ability to anticipate, identify and analyze trends and issues, and develop strategic response options in consultation with Ministry staff and external stakeholders
- Systems thinking to consider inter-connected program and communications impacts to multiple stakeholders in the public safety system in Alberta;
- Interpersonal, relationship management, and communication skills to consult and negotiate with senior stakeholder, client, and government representatives with varying perspectives, expectations, and priorities;
- Influencing and conflict resolution skills to promote innovation, build consensus, and motivate others to accept and adopt new concepts;
- Conceptual, critical, and analytical thinking and problem solving skills to analyze information and risks and

make decisions in alignment with Ministry and Government business plan goals;

- Oral and written communication skills to develop and deliver presentations to key decision makers and stakeholders;
- Organizational skills to function at the strategic level while simultaneously leading and directing staff and resources involved with specific initiatives and projects;
- Professional judgment and decision-making skills;
- Human resource management skills, including commitment to team building and staff development; and
- Commitment to continuous improvement and innovation.
- Partnership Skills: ability to negotiate, mediate and build consensus to achieve results when working with multi-disciplinary teams and steering committees comprised of representatives from other branches, departments, organizations, agencies and stakeholder groups and, often, with more senior level staff.
- Client Focus: ability to identify needs and priorities and plan/implement projects that address the needs of the GoA, Ministry, and clients.

Problem Solving

Typical problems solved:

- The consistent and efficient concurrent delivery of public awareness, stakeholder engagement and partnership development is a critical success factor both for the AEMA and for how the government is perceived by stakeholders, partners and the general public.
- One challenge encompasses the variety of tasks that must be fulfilled to address the uniqueness of each situation and the range of interactions with stakeholders from senior management and the Minister to municipalities, stakeholder and the public outlines the diverse requirements of this position. The Manager may be required to participate or lead town hall meetings or with media to represent the personal preparedness program, AEMA, the Ministry and sometimes the Government.
- Due to the developing nature of Preparedness programming in Alberta, the Manager will be required to initiate contact and develop relationships with stakeholder groups that are not traditional for the emergency management profession. This will require a high degree of tact, agility, and awareness to make positive in-roads with stakeholder groups that may be difficult or resistant to engagement from the provincial government. This will require the incumbent to develop unique and innovative programs or strategies to achieve the results that are expected of the position.

Typical challenges require the Manager to:

- Analyze complex information, develop, and propose strategic options in an ambiguous and changing environment.
- Assess competing priorities, mediate differing perspectives, and arrive at win-win solutions for all parties.
Example: Required when assessing and addressing unique demands or where compromise is required to implement or arrive at coherent program direction.
- Establish and adhere to goals established by government or Ministry and establish project timelines. Example: Developing and bringing in programming changes in a multi-priority setting.
- Identify information requirements and develop effective strategies for addressing those requirements. Example: Required when conceptualizing, designing, and implementing research and evaluation projects.
- Facilitate planning, consensus building, and decision-making process.
- Identification of innovative opportunities regarding different stakeholder groups, communications channels, engagement opportunities, and developing business cases that adequately assess whether the opportunity should be pursued, delayed, or denied.

Types of guidance available for problem solving:

The Manager can seek guidance from the Director, Strategic Systems, to ensure clarity and alignment with broader organizational priorities, as well as identification of potential linkages with other business areas.

The Manager can seek guidance from the Executive Director, Strategy & System Supports, to ensure that executive intent is reflected in the development and implementation of personal preparedness programming.

The Manager can seek guidance and advice from the management peer group that exists within AEMA, for problem

solving, navigating stakeholder groups, advancement of common projects, or solicitation of assistance.

The Manager can seek guidance from Communications and Public Engagement representatives, as it relates to the development and implementation of any activities that involve communications to the general public, or targeted stakeholder groups.

The Manager can seek guidance from broader Government of Alberta emergency management stakeholders, who act as subject matter experts for the various issues that relate to specific departmental mandates.

The Manager can seek guidance from external community group leaders, for advice on how to develop and implement programming so that it is of value and use to diverse communities once it is made available.

Direct or indirect impacts of decisions:

The work of this position directly impacts the AEMAs development of programs that promote personal preparedness and disaster risk reduction across the spectrum of public safety issues. The position ensures that AEMA and Public Safety and Emergency Services' broader strategic goals are incorporated and embedded into all public engagement and education programming. The Manager also ensures that a consistent and current approval process is used throughout the development and implementation of all projects and initiatives. Some of the future directions might be new or different from current positions, drawing on the Manager to guide and facilitate transitions across program areas. Introduction of changes to the emergency management landscape and the associated responsibilities of various stakeholders will have a direct impact on the work of this unit, as the unit will be responsible for translating and communicating these changes to non-traditional stakeholder groups. Research and analysis conducted will provide AEMA and its partners with timely information on existing and emerging issues and trends in order to anticipate and adapt programming and polices to remain relevant and effective.

This position will help maintain and directly contribute to the continual improvement of AEMA through the development and evolution of its stakeholder engagement and public outreach initiatives.

This position performs all work in accordance with relevant government and ministry frameworks, legislation, policies, and guidelines.

Key Relationships

Major stakeholders and purpose of interactions:

Internal

Director, Strategy and Systems

- Provide updates and status reports on the team's activities and results; raise awareness to emerging issues of significance; participate in branch planning; provide program recommendations and advice

Strategic Partnership and Public Education Team

- Manage the operations of the unit.

Other AEMA Managers and Staff

- Exchange information; provide personal preparedness and disaster risk reduction perspectives to branch projects lead by other positions; guide collaboration on personal preparedness and disaster risk reduction outreach.

Department staff from other divisions, including the Consequence Management Officers and Business Continuity Officer network

- Collaborate and influence work that is related to public engagement and outreach for personal preparedness or disaster risk reduction.

Corporate Services (e.g., HR, Finance, Communications and Public Engagement, Public Service Commission)

- Liaise on issues related to team operations; Exchange information to develop effective and consistent

communications strategies; Work closely with communications staff to develop campaigns and engagement strategies for internal and external audiences.

External

Municipalities

- Build a network of preparedness/resilience builders in communities across Alberta, to exchange information, inform program development and share tools and resources.

Municipal associations (AB Munis, Rural Municipalities, etc)

- Strengthen relationships with association groups to exchange information, inform program development and share tools and resources.

Not for profit groups

- Strengthen relationships with not for profit groups to exchange information, inform program development and share tools and resources.

Community groups

Strengthen relationships with community groups to exchange information, inform program development and share tools and resources.

Required Education, Experience and Technical Competencies

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

If other, specify:

Public Relations, Communications, Journalism, Social Sciences

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

Knowledge

- Knowledge of strategic communications and stakeholder engagement planning, delivery and evaluation.
- Knowledge of program planning, delivery and evaluation.
- Knowledge of the *Emergency Management Act*, the Government Emergency Management Regulation, the Alberta Emergency Plan, and the Provincial Operations Centre's operating guidelines.
- Extensive knowledge of the emergency management framework in Alberta.
- Awareness of other approaches (e.g. FEMA, Australia) to emergency management for benchmarking practices.
- Knowledge of management systems, tools and processes, project management principles and practices.
- High-level oral and written communications skills. Position is required to develop verbal and written briefings and presentations.

Experience

- Undergraduate degree (e.g. BA, BCom, etc.), preferably in a related communication or media field. Equivalencies in terms of education and experience will be considered.
- Two (2) years of managing or supervising staff, projects, or programs, preferably in a multi-stakeholder or decentralized operating environment.
- Advanced Computer skills including Microsoft Word, Excel, PowerPoint, Outlook and Explorer.
- Familiarity with graphic design and video creation programs such as Articulate 360 and Adobe Creative Suite.
- Experience accessing and analyzing website analytics such as Google Analytics or SiteImprove
- Experience in traditional and new media communications strategies and knowledge of online tools.
- Experience in public speaking to a varied audience on both a large and small scale.

- Experience with group facilitation both in-person and in a virtual environment.
- Experience as a media spokesperson and/or formal media training would be considered an asset.

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"/>	<p>Engages the community and resources at hand to address issues:</p> <ul style="list-style-type: none"> • Engages perspective to seek root causes • Finds ways to improve complex systems • Employs resources from other areas to solve problems • Engages others and encourages debate and idea generation to solve problems while addressing risks 	Proactively seeking out new partners to champion preparedness at the local level, aligning risk reduction education to partner priorities, developing wide network of experts to inform program development and approach, being prepared to navigate diverse perspectives and backgrounds to find common ground towards shared goal.
Systems Thinking	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Takes a long-term view towards organization's objectives and how to achieve them:</p> <ul style="list-style-type: none"> • 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 	Staying informed of new research, organizational, national and international frameworks/priorities and issues in order to leverage and gain buy in from decision makers both inside and outside of the emergency management. Routinely inviting new perspectives to gain a broad understanding of issues and opportunities.
Develop Networks	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Leverages relationships to build input and perspective:</p> <ul style="list-style-type: none"> • Looks broadly to engage stakeholders • Open to perspectives towards long-term goals • Actively seeks input into change initiatives • Maintains stakeholder relationships 	Hosting information sessions with a broad group of stakeholders, facilitating engagement sessions with internal partners to gain buy-in and invite new perspectives, participate at external partner sessions acting as an advocate for the program and representative for AEMA and the GoA.

Drive for Results	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<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 	<p>Oversee stakeholder engagement and communications plans to establish measurable objectives and routinely report on results. Being prepared to navigate changing circumstances, looking for the opportunities that those changes can bring.</p>
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment 	<p>Facilitate sessions with partners, invite feedback on program materials and report back on outcomes, proactively seek opportunities to share program with new audiences, spend time learning about partner interests and motivations to ensure the message is impactful for that particular audience.</p>

Benchmarks

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

Manager, Research and Evaluation, Human Services, Class code M410
 Manager, Municipal Excellence, Municipal Affairs, class code M410