# New

Ministry

Technology and Innovation

## Describe: Basic Job Details

### Position

Position ID

Position Name (30 characters)

Lead, 1GX Digital Content & Pl

Requested Class

Supervisory Level

Agency (ministry) code

Cost Centre

### Employee

Employee Name (or Vacant)

### Organizational Structure

☑ Current organizational chart attached?

Supervisor's Current Class

## Design: Identify Job Duties and Value

### Job Purpose and Organizational Context

Why the job exists:

**Organizational Context:**

1GX Center of Excellence (CoE) manages and oversees the performance of the Government of Alberta's (GoA) enterprise resource planning (ERP) solution,1GX. The CoE has overall accountability for service delivery and associated contract and vendor relationship management. 1GX is the core ERP solution for GoA functional areas including human capital, talent management, supply chain, finance, and treasury management. 1GX CoE also provides strategic leadership for the ongoing enhancement and development of 1GX applications to meet GoA's evolving mission and continually changing business environment.

A core work unit of the 1GX CoE is 1GX Business Excellence. This work unit is responsible for end-user awareness, understanding, buy-in, and adoption of 1GX and 1GX project Initiatives through change management, communications, and training initiatives.

**Job Purpose:**

The Lead, 1GX Digital Content & Platforms is a member of the 1GX Business Excellence team responsible for disseminating digital content authored by numerous subject matter experts (SMEs) then posted across a variety of communication channels that operate on different software platforms. This requires administrative skills in the use of a different digital communications software platforms. The Lead, 1GX Digital Content & Platforms also serves as the assistant managing editor of the 1GX All Staff weekly newsletter, requiring the knowledge, skills and ability to edit

content for digital audiences.

This position is knowledgeable about, and responsible for, providing and managing digital content based on industry best practices and GoA Digital Standards (such as information management and user experience) and is competent in the use of backend tools used for posting content: SharePoint Administrator and Web Content Management Systems (such as Umbraco).

Digital content is authored and produced in a variety of formats (Excel, PDF, Video, Online Courses) that must follow workflow and approval processes specific to business area teams and work streams, such as (but not limited to): Human Capital Management (HCM), Finance (FIN), and Supply Chain Management (SCM).

To maintain quality control, the Lead, 1GX Digital Content & Platforms is knowledgeable about all 1GX work streams and plays a key role in the development, management, and adherence to workflow and approval cycles established by Business Excellence for digital content in order to ensure accuracy and timeliness of requested postings.

The Lead, 1GX Digital Content & Platforms possesses knowledge in user experience and user adoption based on GoA standards and industry best practices for digital communications. Additionally, this position serves as the lead administrator, managing and coordinating content postings on various platforms (CoE SharePoint, XNet/hello1GX web/ Umbraco) to support operational and project communications. The position is proficient in the use of Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat, web content management systems, and SharePoint Online administrator.

## Responsibilities

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

**Lead hello1GX Administrator**
**Site Governance:**
Ensure organizational objectives and site governance standards are maintained.
Review, support, and maintain site governance polices and procedures.
Maintain workflow approval processes to ensure ongoing evolution of site and content governance following industry best practices and GoA digital standards are met.

**Support hello1GX Access Management:**
Support user access to hello1GX.
Collaborate with TI Client Service Management (CSM web) to ensure 24/7 access to hello1GX.
Collaborate with TI CSM to troubleshoot access for 1GX staff and key stakeholders when required.

**Manage hello1GX Site/Site Structure:**
Design compelling and intuitive site navigation and features, following GoA brand and site template standards.
Lead, manage, and maintain hello1GX navigational structure.
Manage backend file structure of posted content and graphic elements following Search Engine Optimization best practices resulting in effective user site search results.
Execute quality assurance checks to ensure site is functional 24/7.
Conduct User Acceptance Testing (UAT) during site updates, section revamps &/or application additions ensuring high-quality functionality within designated project `go live' timelines.
Execute changes in production (PROD). Create new pages or update sections/pages ensuring successful launch of required content on designated `go live' deadlines.
Collaborate with TI CSM when review of HTML code is required to address functionality or formatting issues. Test modifications to ensure platform consistency and optimal performance on desktop and mobile devices delivers a positive user experience.
Plan hello1GX migrations from old to new software versions or platforms as required by GoA when technology evolves.
Minimize disruptions and ensure a smooth transition for end-users during build and `go live' implementations.
Organize, archive, delete or decommission content and data from sites to ensure compatibility with new platforms to adhere to GoA information management policies and guidelines.

**Manage Content Postings:**
Lead daily management of hello1GX content postings to ensure timely and accurate content is available to 1GX clients 24/7.
Consult and collaborate with 1GX staff and subject matter experts (SMEs) to plan future hello1GX content areas related to new 1GX project implementations.
Initiate content maintenance cycles to ensure posted content remains relevant, accurate, and timely.

Collaborate with SMEs to complete maintenance cycles

Create and post graphics that enhance user experience and engagement.

Execute quality assurance checks to ensure content links remain accurate and functional.

Store and manage master MSWord files of content posted in PDF format

Maintain contact directories on hello1GX, such as: 1GX Guides, Primary Change Advocates (PCAs), SCM Power Users, SCM Purchasing Agents.

Lead 1GX Centre of Excellence (CoE) SharePoint Online (SPO) Administrator

**Support CoE SPO Access Management:**

Collaborate with TI Content and Collaboration Services (SP) to support 1GX CoE SharePoint Online (SPO) site collections, security and access.

Manage 1GX CoE staff access to CoE SP/SPO following GoA security compliance requirements.

**Support CoE SPO Site Structure:**

Support development of CoE SPO homepage design and maintenance

Support 1GX CoE staff with SPO navigation and file structure set up.

Develop basic graphic elements to enhance user experience and engagement while adhering to GoA SPO template standards.

Consult and collaborate with 1GX CoE business areas to plan and establish SPO sites for work units and project teams.

**Support 1GX CoE Team SharePoint:**

Liaise with Manager, Business Excellence, 1GX Change Analysts, and 1GX Training Team to ensure digital content standards support the requirements of all 1GX CoE operational plans and work units.

Collaborate with content authors to design compelling and intuitive digital content features.

Support 1GX staff with archiving or decommissioning of sites, libraries, folders or files following GoA information management policies and guidelines.

**Consult and collaborate with content owners and Change Management Team to support communications projects that impact digital communications.**

Participate and collaborate with 1GX CoE team and other content providers to plan and coordinate digital communications projects, consistent with GoA, Ministry, and 1GX content standards, processes, and protocols.

Liaise with 1GX CoE team and other content providers to ensure content standards support the requirements of applicable business areas and operational plans.

Manage SME and business user expectations regarding content posting timelines and deliverables and provide ongoing support.

Ensure content providers follow the appropriate workflow to confirm that content is accurate, accessible, and integrated in the appropriate format.

Perform comprehensive content quality assurance, by reviewing, editing, and verifying accuracy, consistency, and compliance with standards and guidelines, to optimize credibility and user satisfaction.

Ensure adherence to Governance Frameworks developed for digital communications. Communicate any updates, changes, or adjustments to rules, policies, and responsibilities effectively.

**Support to 1GX Change Management Network:**

Manage 1GX contacts in Active Directory Delegation Services (ADDS) to maintain accurate 1GX Distribution Lists required for change management communications/email distribution (e.g.: ILOs, direct reports, 1GX Guides, 1GX PCAs, etc.)

Offer project coordination and management for various projects, leveraging insights into business and client requirements, business process design, and project experience. Support project management digital channels throughout all phases, from beginning to end.

Assist in interactions with pertinent business stakeholders to raise awareness, gather feedback, or secure approvals (as needed) for digital communications management strategies, plans, and initiatives.

Assist in the development and delivery of operational communications by maintaining templates and artifacts to support operational and project communications efforts.

**1GX Client Relations and Service Delivery:**

Act as an advocate for 1GX when interacting with change network resources such as 1GX Guides, primary change advocates (PCAs), Public Service Commission (PSC), Treasury Board and Finance (TBF), Supply Chain Management, and Service Alberta Red Tape Reduction (SARTR) Shared Services.

Assess clients' expectations and align expectations with capacity in the 1GX environment utilizing existing platforms and infrastructure whenever possible within current resource capacity.

Identify gaps in current service offerings and ministry needs related to the various communications channels and technology platforms that 1GX uses to communicate to its various audiences. Work with other 1GX business areas and cross-ministry subject matter experts (SMEs) to mitigate gaps to help address client needs while maintaining standard service offerings.

Recognize opportunities and provide input for business improvement through the use of digital communications technology and platforms.

Leverage strategies such as templates, workflows, and sandbox areas to provide a flexible, responsive, standardized service.

Support the accuracy and timeliness of content available on low-barrier, self-service platforms that let ministry & internal partners leverage 1GX services as easily as possible in a secure manner.

Collaborate with 1GX CoE teams and other business partners, to ensure priorities and issues related to the delivery of digital communications are addressed in a timely manner.

Provide input for recommendations on continuous improvement of Business Excellence services. This includes business analysis, stakeholder engagement, fit/gap analysis, and a strong awareness of both operational communications and change communications channels.

Stay current with technological use and administration related to MSOffice Suite, SharePoint, web content management systems (Umbraco), digital adoption platforms and user support best practices.

Encourage and support the adoption of short, medium, and long-term strategies for clients, based on best practices.

Stay current with GoA policies and standards and best practices related to information management, digital communications, and online user experience.

**Analytics & Reporting**

Run monthly reports and analytics for sites, as available.

Recognize and evaluate trends, issues, and best practices to continually enhance the 1GX mandate.

Support the evaluation of project risks and issues with other 1GX team members to support 1GX users, offering applicable solutions as needed.

Collect, analyze, and interpret web data using various analytics tools (such as SharePoint Reports and Google Analytics) to monitor hello1GX site performance and user behavior.

Develop and deliver comprehensive reports that provide actionable insights on web traffic, user engagement, and other key performance indicators (KPIs) to inform business decisions.

Collaborate with business area teams (1GX Change Analysts, 1GX Training) to share findings and provide strategic recommendations that result in continuous improvement to digital communication channels in support of 1GX business objectives.

Collaborate with cross-functional teams (1GX Process & Technology, 1GX Strategic Operational Excellence) to compare/contrast/analyze hello1GX web analytics against Service Now system reports to understand user traffic across channels and provide recommendations that results in both continuous improvement of user experience and decreased customer support requests.

Leverage current organizational tools and methodologies to extract actionable insights and drive data-informed decision-making.

Produce detailed reports through data analysis, presenting insights in a clear format to support decision-making and strategic planning processes.

Assist with stakeholder analysis and change readiness assessments, utilizing various methodologies, analyzing outcomes, and synthesizing conclusions to support communications strategy and planning.

Test new platforms and stay up to date on emerging trends regarding SharePoint, web content management systems, digital adoption platforms, and related user experience digital communications/industry best practices.

**Problem Solving**

Typical problems solved:

The team relies on this position to resolve issues utilizing both communications skillsets and technical knowledge and skills. The position works with various ministries and may work on more than one project team, requiring knowledge of several different technical and government processes. The position makes decisions that will affect the overall success of projects. This position is challenged with recommending user-facing and/or technical/administrative solutions as the singular systems analyst in the area. The position must be able to understand the user needs of varied audiences and stakeholder groups. The position conceptualizes new and innovative approaches related to a variety of digital communication channels for 1GX team members and ministry partners. Creativity is crucial in identifying, recommending, and developing improvements across digital channels as well as supporting new project initiatives.

Types of guidance available for problem solving:

This position works independently as the singular systems analyst but has access to the Manager and Director.

Direct or indirect impacts of decisions:

## Key Relationships

Major stakeholders and purpose of interactions:

1GX Branch staff - daily - Provide coordination, guidance, advice, and consultation; monitor performance; and resolve issues related to digital communications.

1GX applications business users, including managers and employees - daily or as needed. Provides consultation and expertise; identify and respond to change management requirements; provide briefings, updates, and information; respond to and resolve user-facing content and/or backend administrative issues.

1GX Change Network (cross-ministry) - ongoing - including Primary Change Advocates, 1GX Service Managers, 1GX Guides and 1GX Power Users in support of ongoing awareness, adoption, and sustainment of the solution.

Technology & Innovation technical teams  - on-going  - including Client Service Management (web/web platforms), Collaboration & Content Services (SharePoint).

Other jurisdictions and external stakeholders - ongoing - Develop effective relationships; exchange leading practices, lessons learned, and current information relating to change management, information management, training methodologies, and communications including APS Communications, PSC Workforce Development and Analytics, GoA Service Desk, etc.

Other stakeholders - ongoing - influence, negotiate, build consensus, and obtain commitment of others, including developing support for 1GX initiatives.

Other shared service functions across the GoA (e.g., Treasury Board and Finance; Public Service Commission; Technology and Innovation  - Digital Design and Delivery and Technology Support and Operations; Content and Collaboration Services (SharePoint); Client Service Management (Web).

## Required Education, Experience and Technical Competencies

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

If other, specify:

Communications, Digital Communications, Information Management, or related area

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

Demonstrated knowledge and experience with the following is desirable:

SharePoint administration, encompassing the planning, execution, and upkeep of information-sharing platforms.

Web Content Management Systems administration, including backend site structure/navigation and web page content development and maintenance.

Excellent digital content writing and editing skills for online users.

GoA structure and relevant client ministry functions, reporting relationships, and business application processes.

Stakeholder engagement and working with the stakeholder communities, clients, partners, and service providers affected by 1GX applications, including relevant organizations, committees, advisory groups, and representatives.

Consultation, facilitation, interpersonal, and relationship management skills.

Negotiation, conflict resolution, and influencing skills.

Excellent written, verbal, and listening skills, including ability to communicate effectively with individuals having varying degrees of digital content development and change management expertise. Ability to present information to a variety of audiences, including key decision makers.

Conceptual, analytical, and critical thinking skills, including ability to analyze information and risks to develop recommendations and solutions, conceptualize complex problems, and integrate conceptual and practical experiences to solve problems.

## 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 |
|---|---|---|---|
| Systems Thinking | ○ ◉ ○ ○ ○ | Considers inter-relationships and emerging trends to attain goals:<br>• Seeks insight on implications of different options<br>• Analyzes long-term outcomes, focus on goals and values<br>• Identifies unintended consequences | Takes a long-term view towards organization's objectives and achieving them.<br><br>Leads and contributes to the conditions and environments that allow people to work collaboratively and productively to achieve outcomes.<br><br>Collaborate with teams and stakeholders to understand problems and lead the technical piece of the solution. |
| Develop Networks | ○ ◉ ○ ○ ○ | Works on maintaining close relations with all stakeholders:<br>• Identifies key stakeholder relationships<br>• Has contact with range of interested parties<br>• Actively incorporates needs of a broader group<br>• Influences others through communication techniques | Strong consulting and interpersonal skills to interact, build trust and effective relationships with all levels of the Ministry, Division, and with external clients and stakeholders.<br><br>Proactively engages with a broad network of internal and external stakeholders. |
| Build Collaborative Environments | ○ ◉ ○ ○ ○ | Facilitates open communication and leverages team skill:<br>• Leverages skills and knowledge of others<br>• Genuinely values and learns from others<br>• Facilitates open and respectful conflict resolution<br>• Recognizes and appreciates others | Liaises with the business unit, client ministries and contracted services ensuring business goals and client requirements are fulfilled.<br><br>Analyze impacts, exposure, and risk. |
| Drive for Results | ○ ◉ ○ ○ ○ | Works to exceed goals and partner with others to achieve objectives:<br>• Plans based on past experience<br>• Holds self and others responsible for results<br>• Partners with groups to achieve outcomes<br>• Aims to exceed expectations | Ability to quickly understand an issue based on present knowledge and experience and follows through until the issue is resolved.<br><br>Works with multiple stakeholders to develop and implement digital content & change management plans and initiatives. |

| Agility | ◯ ⬤ ◯ ◯ ◯ | Works in a changing environment and takes initiative to change:<br>• Takes opportunities to improve work processes<br>• Anticipates and adjusts behaviour to change<br>• Remains optimistic, calm and composed in stressful situations<br>• Seeks advice and support to change appropriately<br>• Works creatively within guidelines | Able to work in a fast paced, dynamic environment and adapt to changing priorities.<br><br>Identifies alternative approaches and anticipates obstacles and stays focused on goals, and supports others to do the same<br><br>Due to integrated nature of 1GX solution and processes, must be able to quickly implement content & change management processes in a multi-stakeholder environment. |
|---|---|---|---|

**Benchmarks**

List 1-2 potential comparable Government of Alberta: Benchmark

**Senior Business Intelligence Analyst  - Education (513SA10)  -** This position functions as a specialist in Technology and Innovation that provide services that support systems/applications. The position requires technical skills and abilities including data management procedure development, report development, and project coordination and management, to help clients streamline and improve their business.

**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

_____          _____          _____
Director / Executive Director Name                   Date yyyy-mm-dd          Director / Executive Director Signature

_____          _____          _____
ADM Name                                                     Date yyyy-mm-dd          ADM Signature

_____          _____          _____
DM Name                                                        Date yyyy-mm-dd          DM Signature