

## New

Ministry

Children's Services

### Describe: Basic Job Details

#### Position

Position ID

Position Name (30 characters)

Communications Coordinator

Requested Class

Program Services 2

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

#### Employee

Employee Name (or Vacant)

#### Organizational Structure

Division, Branch/Unit

Child Intervention\_North Region\_Workforce Ops

☐ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Manager (Zone 2)

### Design: Identify Job Duties and Value

#### Job Purpose and Organizational Context

Why the job exists:

This is an entry level communications position that reports directly to the manager of Communications and Issues Management. This position concentrates on gaining experience in the functions of communications by working closely with senior communications professionals are the fundamental areas of focus.

#### Responsibilities

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

1. Provides communications writing support of information materials for both internal and external audiences.
  - gathers/verifies information from other divisions
  - ensures the ministry's position and appropriate programs' policies and procedures are accurately reflected.
  - drafts a variety of other communication materials including content for the north region intranet site, speaking notes, bi-weekly newsletter, email and letter correspondence, presentations, reports and other publications.
  - provides communications support to program areas across the region, including support to the operations workforce team for engagement and product development.
  - Ensures all materials are written in the active voice and plain language and are area and audience appropriate.

- researches programs and organizations for presentations, messages, and reports.
  - Assists with the creation of key messages when required for approval by leadership.
    - manages timelines
    - attends events both virtual and in-person as required, and provides logistical support and gives direction to others as required under the guidance of the Manager of Communications and Issues Management.
2. Drafts communication plans and/or communications project plans
- takes steps to acquire knowledge of how GoA and Children and Family Services works (legislative processes. etc.), GoA/department mandates and priorities and applies to day to day work.
  - researches audiences, program background and history, intent/objective, desired results and key messages.
  - drafts communications strategies for proposal and other communication tools for approval by senior communication professionals or management.
  - monitors media and compiles electronic clipping packages.
3. Coordinates graphic design and promotional material production as required ensuring government guidelines and standards are met.
- provides design production and advice while working with Manager of Communications and Issues Management to produce materials that meet branch/GoA standards.
  - creates and edits multimedia (video, audio, photo) content for region staff and throughout the ministry as required.
  - tracks revisions and status of materials
4. Assists with arrangements for special events, stakeholder engagement, operational planning and displays or information booths.
- provides communications support throughout stakeholder engagement process, including internal operational planning.
  - consults with Manager of Communications and Issues Management, venue staff, printers, designers, etc. to arrange for the production of collateral communication materials and logistical details.
  - manages timelines.
  - attends events both virtual and in-person as required, and provides logistical support and gives direction to others as required under the guidance of the Manager of Communications and Issues Management.
  - represents region at display booths and provides information.
5. Administrative Support
- provides administrative support to the Communications and Issues Management team
  - prepare, edit and format documents (agendas, calendar invites, meeting materials, emails, presentations, letter, and other products as required)
  - participate on regional committees as required, this may include support meeting coordination, agendas minutes, and key messages.
  - recommend and implement changes to processes and systems as required, while considering overarching change management and operational needs.
  - input Bernie and IT requests and other inquires.

## Problem Solving

Typical problems solved:

Types of guidance available for problem solving:

Direct or indirect impacts of decisions:

## Key Relationships

Major stakeholders and purpose of interactions:

This position spends most of the time with communication staff including the senior communications professional and manager to discuss plans and projects. Position may, along with a more senior communications professional, spend time in contact with division clients, including Regional Director, Associate Directors, to provide services and request information. Contact may occasionally take place with Assistant Deputy Ministers and Deputy Minister's Office staff to provide guidance on issues and events.

There may be, in a developmental capacity some contact with members of the media to respond to basic questions and handling issues. This position may direct outside vendors for events or production of communication materials

## 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:

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

- Strong research, writing, editing and proofreading skills
  - ability to write a variety of communication products (speeches, new releases, advertising, articles, briefing notes, website content)
  - knowledge of Canadian Press Style Guides
  - understanding of issues management
  - ability to be creative in writing and communications planning
  - consulting skills
  - project management skills
  - computer skills
  - Microsoft Office Suite
  - Microsoft M365
  - Sharepoint
  - Internet
  - Interpersonal skills
  - Knowledge of advertising design, placement and GoA advertising policy, GoA Communications Policy and GoA Website Standards
  - understanding of graphic design and print production techniques
  - knowledge of Government of Alberta Visual Identity Guidelines and advertising policy
  - knowledge of Freedom of Information and Protection of Privacy (FOIP) legislation, policies and procedures
- degree or diploma in public relations, communication, journalism or a related discipline

## 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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Observes and understands larger impact of role: <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></ul>	

		<ul style="list-style-type: none"> <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>	
Creative Problem Solving	○ ● ○ ○ ○	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> <li>• Asks questions to understand a problem</li> <li>• Looks for new ways to improve results and activities</li> <li>• Explores different work methods and what made projects successful; shares learning</li> <li>• Collects breadth of data and perspectives to make choices</li> </ul>	
Agility	○ ● ○ ○ ○	<p>Works in a changing environment and takes initiative to change:</p> <ul style="list-style-type: none"> <li>• Takes opportunities to improve work processes</li> <li>• Anticipates and adjusts behaviour to change</li> <li>• Remains optimistic, calm and composed in stressful situations</li> <li>• Seeks advice and support to change appropriately</li> <li>• Works creatively within guidelines</li> </ul>	
Build Collaborative Environments	○ ● ○ ○ ○	<p>Facilitates open communication and leverages team skill:</p> <ul style="list-style-type: none"> <li>• Leverages skills and knowledge of others</li> <li>• Genuinely values and learns from others</li> <li>• Facilitates open and respectful conflict resolution</li> <li>• Recognizes and appreciates others</li> </ul>	