

## 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:

## Responsibilities

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

### **Responsibility: media relations**

Uses media relations to ensure RAM stays present in the community and that key messages are consistent, clear, and easily understood by the general public:

- Acts as the main point of contact for media. Coordinates interview requests and approvals with staff and ministry communications in a timely manner.
- Monitors media coverage.
- Assists with the organization and execution of media events.
- Writes and coordinates news releases, backgrounders, and other media information.
- Looks for opportunities to proactively profile the museum through media relations efforts.
- Provides advice and training to staff on media relations skills.

### **Responsibility: communications strategies**

Under the direction of the Head, Marketing and Communications provides communications counsel and communications support to management in assigned program areas, based on the museum plans:

- Develops, implements, and monitors communications strategies for both internal and external audiences, including RAM social media channels, to grow audiences and brand awareness. Advice and direction are received from the ministry communications team throughout the planning process.
- Assists with development of key messages.

### **Responsibility: content creation**

Develops content for RAM's owned digital channels to share diverse stories, research, and news relating to the museum's mandate.

- Create high-performing content (web, blog, e-newsletter, social media) to drive brand awareness, web traffic, social media engagement, and media coverage.
- Coordinate with internal museum colleagues to plan, create, and publish content on owned channels.
- Reviews stats regularly and adapts content strategy to align with best practices.

### **Responsibility: communications writing**

Provides communication writing support for internal and external audiences:

- Writes and edits a number of strategic communications materials including news releases, information bulletins, media notices, letters, briefings, brochures, reports, speeches, presentations, newsletters and other publications.
- Ensures all materials are written in plain language and in the appropriate format (i.e. CP Style, writing for the web, RAM brand voice).

### **Responsibility: stakeholder relations**

Supports marketing and communications stakeholder relations activities:

- Assists with developing tools for stakeholder engagement and relations.
- Provides communications assistance and coordinates, tracks, and prepares notes for speaking opportunities.

- Monitors and responds to activity across RAM social media channels

## Problem Solving

Typical problems solved:

This position manages the Museum's social channels, both proactively and reactively, requiring knowledge of the many initiatives at RAM, and how best to approach their promotion via these channels. The incumbent must be able to prioritize and assess public inquiries and appropriate responses, knowing whether to escalate and/or how to use existing messaging to best respond. The incumbent also helps shape and share the voice of the Museum via social channels, media messaging preparation and website content development. This position works with media outlets and community partners and must assess how best to route requests, prepare for interviews and secure approvals. This position is expected to support other departments in promotion of initiatives, build awareness of RAM, and maintain positive media relationships.

Challenges and complexities include conveying sensitive issues relating to numerous cultural groups, artifacts, and complex programs in a respectful and informed manner; sharing scientific data in a way that is engaging to the public; promoting diverse programs; developing and learning new social media strategies and best practices, keeping abreast of current affairs and issues; and effectively managing time while balancing priorities.

Types of guidance available for problem solving:

The Head of Marketing and Communications provides this position with guidance and support in all key areas of responsibility. The incumbent can also reach out to the Director Business Operations, Executive Director and Ministry communications staff for planning purposes.

Direct or indirect impacts of decisions:

This position assists with delivery of external messaging through the website and social media channels and has direct connections to the media. Posting or speaking off-message could have serious consequences to the branch, Ministry, and Government of Alberta.

## Key Relationships

Major stakeholders and purpose of interactions:

**Head, Marketing and Communications**

Strategic direction, exchange of information and supervision.

**Executive Director**

Discussion of media requests, coordination and preparation for interviews

**Communications Advisor, Ministry Communications**

Advice and direction is received from the ministry communications branch who coordinates with CPE, Ministers Office, and Alberta Infrastructure Communications.

**Marketing Officer**

Coordination of content for the web, blog, e-newsletter and social media.

**Website Coordinator**

Providing approved content for the website.

**Audience/Partner Stakeholders**

This position works with various constituents, including:

- Media
- Members, visitors
- Online audience
- Community organizations, businesses

## Required Education, Experience and Technical Competencies

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

If other, specify:

University degree in related field such as Marketing, Communications, Journalism, Arts & Cultural Mgmt.

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

- Media relations skills
  - Knowledge of Social Media best practices
  - Knowledge of GoA communications planning
  - Ability to work as team player with minimal supervision
  - Critical thinking and problem solving skills
  - Research, writing and editing skills
  - Knowledge and understanding of the web as a communications medium
  - Knowledge of public consultation and engagement
  - Knowledge of Canadian Press style guides
  - Knowledge of Minister's style guide for correspondence
  - Consulting skills
  - Creativity
  - Organizational skills
  - Project management skills
  - Knowledge of advertising design, placement and GoA advertising policy, GoA Communications Policy, and GoA Website Standards
  - Knowledge of Government of Alberta visual identity guidelines
  - Computer skills
  - Strong interpersonal skills
  - Knowledge of how government works (bills, orders in council, standing policy committees, etc.)
  - Knowledge of department and CPE policies and procedures, regulations, legislation and core business
  - Knowledge of Freedom of Information and Protection of Privacy (FOIPP) legislation, policies and procedures
- Degree or diploma in public relations, communications, 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		
Build Collaborative Environments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Collaborates across functional areas and proactively addresses conflict: <ul style="list-style-type: none"> <li>• Encourages broad thinking on projects, and works to eliminate barriers to progress</li> <li>• Facilitates communication and collaboration</li> <li>• Anticipates and reduces conflict at the outset</li> <li>• Credits others and gets talent recognized</li> <li>• Promotes collaboration and commitment</li> </ul>	Seeks to understand the perspectives and needs of internal clients, build relationships by following through on commitments, influence others by considering the meaning of what is being said, the environment and how the information is being presented, consider how changes might affect clients and seek their input.
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Engages the community and resources at hand to	Ask questions to engage different perspectives,

		<p>address issues:</p> <ul style="list-style-type: none"> <li>• Engages perspective to seek root causes</li> <li>• Finds ways to improve complex systems</li> <li>• Employs resources from other areas to solve problems</li> <li>• Engages others and encourages debate and idea generation to solve problems while addressing risks</li> </ul>	<p>break problems down into manageable components, constructively challenge the way things have always been done, and create strategic solutions for communications challenges.</p>
Drive for Results	○ ○ ● ○ ○	<p>Takes and delegates responsibility for outcomes:</p> <ul style="list-style-type: none"> <li>• Uses variety of resources to monitor own performance standards</li> <li>• Acknowledges even indirect responsibility</li> <li>• Commits to what is good for Albertans even if not immediately accepted</li> <li>• Reaches goals consistent with APS direction</li> </ul>	<p>Set and accomplish goals and priorities, factor in complexities of various stakeholder groups, remove barriers to collaboration, provide bold and competent advice.</p>
Agility	○ ○ ● ○ ○	<p>Identifies and manages required change and the associated risks:</p> <ul style="list-style-type: none"> <li>• Identifies alternative approaches and supports others to do the same</li> <li>• Proactively explains impact of changes</li> <li>• Anticipates and mitigates emotions of others</li> <li>• Anticipates obstacles and stays focused on goals</li> <li>• Makes decisions and takes action in uncertain situations and creates a backup plan</li> </ul>	<p>Ability to anticipate, assess and readily adapt to changing situations and issues, remain objective under pressure, and champion a plan of action.</p>

**Benchmarks**

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

023PS76 - Communications Advisor, Education  
023PS66 - Communications Advisor, CPE