

## Update

Ministry

Transportation and Economic Corridors

### Describe: Basic Job Details

#### Position

Position ID

Position Name (200 character maximum)

Manager, 511 Alberta

Current Class

Manager (Zone 2)

Job Focus

Operations/Program

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

2025-02-03

Responsibilities Added:

N/A

Housekeeping updates only, due to department reorganization on April 1, 2026.

Responsibilities Removed:

N/A

## Job Purpose and Organizational Context

Why the job exists:

511 Alberta serves as the hub, or nerve centre, of the highway management system. It is where data about the highway system is collected and processed, fused with other operational and control data, and synthesized to produce meaningful information, which in turn, is used to support existing and future ministry Intelligent Transportation Systems (ITS) endeavours.

511 Alberta provides real-time information on, but not limited to, highway conditions, construction, major incidents, weather alerts, over dimensional load (ODL) movements and ferry service availability. 511 Alberta is defined as a critical service under the Ministry's Business Continuity Plan, and is available to Albertans 24 hours a day, seven days a week. 511 is a free traveller information service, which can be accessed via phone, mobile device, or computer.

Reporting to the Director, EDGE & 511 Alberta, this position manages the 511 Alberta Operations Centre to acquire, analyze, evaluate, validate, and distribute information via 511 Alberta. Responsibilities include management of the team to provide 24/7/365 service; leading the development of operational plans, processes, tools and templates; identification, development, and implementation of 511 Alberta program strategies and/or IT system enhancements/modernization; internal and external stakeholder engagement; and program-level reporting. The Manager leads the Operations Centre's communications with other TEC branches, multiple provincial and federal government agencies, a variety of external stakeholders and partners (e.g., law enforcement agencies, representative associations, media outlets), and Albertans.

Advice and recommendations are synthesized and presented to inform senior and executive leadership decision-making and the evolution of 511 Alberta, the Operations Centre, and ITS endeavours. The Manager also participates on division leadership committees to advance the priorities of the division, as needed.

## Responsibilities

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

Manage the 511 Alberta Operations Centre to achieve the mandate of 511 Alberta.

- Ensure the Operations Centre is physically equipped and set up for staff to work effectively.
- Set policies and procedures for the Operations Centre so that is prepared to proactively respond accordingly to any situation and provide the traveling public information to make informed decisions through 511 Alberta.
- Work with public and private sector stakeholders to develop and update 511 Alberta procedures and processes to ensure that they conform to policies and regulations.
- Act as the first point of contact for stakeholders (e.g., contractors, consultants, and other Department staff) to address concerns, questions and comments about the performance of the Operations Centre and 511 Alberta staff.
- Lead change management initiatives to integrate and foster adoption of Operations Centre system and/or policy and process changes to sustain consistency and accuracy of 511 Alberta information.
- Lead regular evaluations of the 511 Alberta system provider's services to confirm that the services adhere to the service agreements.
- Review the Contractor agreements, evaluate performance, and provide follow up action recommendations to the Maintenance Contract Inspector, TEC and Highway Maintenance Contractors. Where there are deficiency issues, provide priority lists and schedules with recommendations to improve performance measures.

Information on all 511 Alberta platforms is accurate and current.

- Provide ongoing quality assurance for all 511 Alberta Officer actions on 511 Alberta to ensure that all information provided to and by 511 Alberta through its various communication streams, is verified, accurate, timely, and communicated in a standard way that is easily understood.
- Work collaboratively with department contacts to prepare and manage annual and on-demand training for stakeholders regarding information submission to 511 Alberta.
- Collaborate and engage with other Department sections, ministries, partners, and levels of government to sustain effective information sharing and situational awareness of events relevant to 511 Alberta.
- Evaluate the performance of the Interactive Voice Response (IVR) system at regular intervals to ensure recorded messages match what has been reported from the field and ensures that the features of the program are being utilized to their full extent.

- Monitor, audit, and evaluate the 511 Alberta website to ensure that what the public sees, matches what was reported and inputted into the interactive entry website.
- Evaluate the mobile application at regular intervals to ensure that it is functioning within parameters and displaying the same information as the desktop.
- Ensure the efficient operation of the department's Dynamic Messaging Signs (DMS) for maximum dissemination of road conditions and travel disruptions, normal highway operations or for special messages and instructions during emergencies in support of Government of Alberta emergency plans.

The evolution of and improvements to 511 Alberta traffic modelling, forecasting and public reporting functions are developed, tested, and implemented without compromising the integrity of the system and the information being provided to the public.

- Lead bi-annual 511 Alberta reviews with department staff and stakeholders, as part of the continual improvement cycle.
- Review and consolidate statistics, feedback and suggestions for improvement collected from staff related to 511 improvements to develop improvement strategies and inform the evolution of 511 Alberta.
- Engage with internal and external providers to identify new tools for forecasting travel disruptions and new methods of disseminating information to the public and stakeholders.
- Conduct user-acceptance testing of system updates/upgrades to ensure system updates meet needs and identify improvements or shortfalls on these systems updates/enhancements.
- Conduct ongoing environmental scans of road reporting services in North America and the world to identify potential solutions or value adds to the 511 Alberta system.
- Work with planners, traffic modellers, and information technology within the department to develop and implement new methods for using traffic information to improve the performance of the provincial highway network.
- Ensure the web channel continues to be optimized for real time alerts and continue to investigate and implement the latest technology with regards to push notifications for mobile channels.

511 Alberta platform including website, phone system, and mobile application meet end user expectations.

- Work with stakeholders (public service and private parties) to continually enhance the end user experience on all the 511 Alberta platforms by considering value adds and enhancements.
- Direct the program's service provider as to the priorities of the program and changes needed to the platforms to meet user expectations.
- Lead beta- and user-testing of any enhancements, changes, and modifications to the platforms to ensure that they meet end user expectation before they go live to the public.
- Act as the point of contact for the service provider in cases of conflict or concern with any of the platforms.
- Communicate user feedback and comment on changes to the site.

511 Alberta is positioned as a trusted brand.

- Work with the Director to determine the most effective and efficient methods of promoting 511 Alberta.
- Partner with Communications to build 511 messaging into all relevant TEC communications.
- Prepare media releases for Communications using reported conditions and 511 Alberta functions.
- In consultation with Communications, prepare and deliver media interviews and media releases.
- Represent 511 Alberta at pertinent events.
- Develop plans for value-added content to publish to 511.alberta.ca and social media sites to continue building the 511 brand as a go-to-source of information.
- Partner with key stakeholders to ensure that 511 messaging as the “official road reporting authority” is shared, when appropriate, through stakeholder communications.

The 511 Alberta team achieves its goals as identified in the Department's Business Plan or Divisional Operations Plans.

- Manage staffing schedules to ensure the effective 24/7/365 operations of the Operations Centre, ensuring sufficient manpower is in place to effectively deal with all the information coming into the centre in an efficient and timely manner.
- Communicate strategic goals/objectives and visions clearly to team members and manage the team operational plan.
- Champion the Operational Excellence program and identify areas where these principles could be implemented

to the benefit of the department, division, and branch.

- Provide coaching on the best practices, tools, and techniques to build and maintain a collaborative, motivated and high-performance work unit within a positive work environment.
- Manage all human resource activities of the team, including recruitment and selection of staff, establishing performance objectives (team and individual), providing ongoing performance management of staff, establishing plans for professional development.
- Engage staff and foster a culture that encourages and implements continuous improvement and embraces innovation.
- Review and approve various reports and responses (e.g., Action Requests, Briefing Notes) prior to submission to the Director.
- Provide the team's consolidated input and recommendations relating to issues, opportunities, and challenges associated with section and branch functions.

Branch leadership is supported in achieving the mandate and goals of the department.

- Provide consultation, and recommendations on issues, opportunities, and challenges associated with the Operations Centre and 511 Alberta.
- Lead and support the development of briefing materials, analyses, and responses to information requests pertaining to audits and associated operations and issues.
- Collaborate with other managers to integrate branch and division programs and functions.
- Represent the 511 Alberta on cross-ministry committees, task teams and projects (e.g., support AMBER Alert Standing Committee, chaired by Public Safety and Emergency Services (PSES); support and participate in the Police Emergency Alerting Standing Committee, chaired by PSES).
- Serve as Acting Director as needed.

## Problem Solving

Typical problems solved:

Typical problems solved include:

- Managing human resources and schedules for shift work to ensure constant 24/7/365 coverage.
- Addressing technology issues that pop up to mitigate risk of inaccurate or incomplete information or delays in disseminating information. There is a broad scope of technology elements (e.g., website and mobile apps, traffic cameras, dynamic messaging, weather cameras, snowplows GPS monitoring) and multiple technology service providers to work with and issue must be resolved quickly. The incumbent is also responsible for implementing procedure changes when required to address issues.
- Managing current operations while also looking forward and identifying new technology or program opportunities and building plans to integrate changes into existing operations with minimal disruption.
- Making quick and confident decisions, sometimes based on limited available information. Incidents arise unexpectedly and can be unpredictable. The decisions made directly affect the traveling public. The incumbent is faced daily with public inquiries, media requests, questions from senior leadership, up to and including the Minister's Office, and is accountable for responding promptly, within communication guidelines, and taking the steps necessary to resolve issues as they arise.
- Working with the Director to determine the most effective and efficient methods of promoting 511 Alberta to ensure that 511 serves as “the information service of choice for road condition reporting on the highways managed by TEC”. The incumbent will, in most cases, make the final determination on sensitive matters that will be broadcast in the public forum, and which could adversely affect the ministry and Albertans.

Types of guidance available for problem solving:

The Manager has access to guidance from the Executive Director and Director; Ministry Business Plan, applicable federal and provincial legislation; and relevant 511 Alberta policy and strategy documents to support problem-solving. Within this framework the Manager independently acts and makes decisions. The incumbent's professional knowledge and experience along with collaboration and consultation with internal and external stakeholders also informs problem-solving.

Strong leadership, project management, and agility skills enable the Manager to lead the team to fulfill the Minister's mandate. Judgement and discretion are required across all responsibilities. A professional demeanor, strong

communication skills and political acumen are required to liaise with leadership and maintain internal and external stakeholder relationships. Maintaining positive and productive working relationships in these dynamic situations is vital to the success of 511 Alberta. The incumbent acts decisively and confidently, while balancing the opinions and priorities of Albertans, contractors, media, and the Ministry.

Direct or indirect impacts of decisions:

The work of this position impacts:

- The operations of 511 Alberta across multiple platforms to provide current and accurate communication of information on highway, rail or air conditions and incidents that could impact transportation within the province to the public. 511 Alberta directly impacts division and ministerial priorities for traffic and public safety.
- Effective partnerships and relationships with relevant stakeholders to maintain fulsome content on 511 Alberta, ensure its meeting stakeholder needs, and to identify future improvements.
- The evolution of 511 Alberta and ITS endeavours to meet stakeholder needs and future TEC priorities.
- The knowledge and awareness of the public, travellers, and other stakeholders (e.g., law enforcement) that rely on 511 Alberta information being accurate.
- Operations Centre and 511 Alberta operational budgets.
- Reputation of 511 Alberta as a trusted brand and the public's trust in the ministry.
- The Team's performance and achievement of operational goals and ongoing professional development.

## Key Relationships

Major stakeholders and purpose of interactions:

Internal

- Director, EDGE & 511 Alberta - provide updates and ensure objectives are being met; identify opportunities for program integration and improvement; 511 reporting.
- Executive Director, Corporate and Emergency Services - provide updates and ensure objectives are being met.
- 511 Alberta Officers - provide direction and guidance; ensure that the Operation Centre is running optimally, and Albertan's are receiving a quality service; manage compliance to established policy and procedures.
- TEC's Emergency Management team - liaise and share information.
- Other branches within TEC - liaise and share information; integrate content into 511 Alberta; oversee training as needed on 511 Alberta; collaborate on shared initiatives.
- Other provincial departments and agencies - represent the department and 511 Alberta on committees; provide 511 Alberta subject-matter-expertise; collaborate on shared initiatives.

External

- Other provincial, municipal, and federal government departments - represent 511 Alberta policy and procedure; build and sustain working partnerships; engage to gain feedback and input to future changes.
- Industry and industry associations - interpret and represent 511 Alberta policy and procedure; build and sustain working partnerships; engage to gain feedback and input to future changes.
- Contractors and consultants - monitor contracts; interpret and represent 511 Alberta policy and procedure; build and sustain working partnerships; engage to gain feedback and input to future changes.
- Police & first responder agencies - liaise and shar information; collaborate with management to ensure inter-agency coordination; engage to gain feedback and input to future changes.
- General public - respond to escalated inquiries.

## 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, law enforcement, or related field

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

Education and Experience

- University graduation in a field related to the position assignment (e.g. communications, law enforcement), supplemented by minimum 4 years of related and progressive experience. Related experience or education may

be considered as an equivalent on a one for one basis.

- Certification in Incident Command System (ICS) 100 is an asset.
- Experience working with different technology platforms.

Technical Competencies, certification and/or training

- Thorough knowledge and understanding of the strategic priorities for 511 Alberta's and its role within the Department's Emergency Management and Business Continuity Program.
- Knowledge of relevant leading practices including other 511 systems in operation throughout Canada.
- Knowledge of principles and approaches for public safety communication.
- Knowledge of technology platforms and social media applications to integrate across 511 Alberta and to identify future changes.
- Knowledge of the future of ITS endeavors and how that might impact 511 Alberta.
- Agility to adapt to changing circumstances and make decisions.
- Interpersonal, consultation, and relationship building skills, including the ability to build and maintain collaborative working relationships and networks with industry, stakeholder, Ministry and Government representatives.
- Leadership skills, including the ability to build and coach teams and promote adoption of innovative approaches.
- Mediation, negotiation, and conflict resolution skills, including ability to build consensus among industry representatives and stakeholders with varying perspectives and priorities.
- Analytical thinking and problem-solving skills, including ability to analyze information and develop solutions and recommendations to resolve identified issues.
- Professional judgment and decision-making skills, including ability to represent Investigations & Enforcement perspectives and requirements on committees and working groups involving sensitive information.
- Verbal and written communication skills, including ability to communicate with diverse audiences, develop and deliver presentations to industry groups, stakeholders, and senior decision-makers, and prepare issues papers and briefings.
- Organizational and project management skills.
- Human resource and budget coordination skills.
- Skilled project manager.

**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 type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Takes a long-term view towards organization's objectives and how to achieve them: <ul style="list-style-type: none"> <li>• Takes holistic long-term view of challenges and opportunities</li> <li>• Anticipates outcomes and potential impacts, seeks stakeholder perspectives</li> <li>• Works towards actions and plans aligned with APS values</li> <li>• Works with others to identify areas for collaboration</li> </ul>	Mentors, motivates, develops, directs, and implements the 511 Alberta operational plan in line with the department strategic plan, legislation, and policy.
Agility	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Identifies and manages required change and the associated risks:	Anticipates, prepares, and adapts to new priorities, responding swiftly to

		<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>	emerging challenges, and guiding the team through changes while maintaining alignment with organizational goals.
Develop Networks	○ ○ ● ○ ○	<p>Leverages relationships to build input and perspective:</p> <ul style="list-style-type: none"> <li>• Looks broadly to engage stakeholders</li> <li>• Open to perspectives towards long-term goals</li> <li>• Actively seeks input into change initiatives</li> <li>• Maintains stakeholder relationships</li> </ul>	Facilitates relationships on behalf of the 511 Alberta with other stakeholders such as contractors, law enforcement agencies, and other government departments.
Build Collaborative Environments	○ ○ ● ○ ○	<p>Collaborates across functional areas and proactively addresses conflict:</p> <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>	Communicates and collaborates with multiple internal and external stakeholders so that 511 Alberta is current, accurate and comprehensive and meets stakeholder needs and ministry priorities for traffic safety.

**Benchmarks**

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