

Update

Ministry

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Current Class

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

☐ 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

2026-01-09

Responsibilities Added:

none

Responsibilities Removed:

none

Updated to current formatting.

Job Purpose and Organizational Context

Why the job exists:

The Utilities Consumer Advocate's mandate is to educate, advocate and mediate for Alberta's residential, farm and small business electricity and natural gas consumers.

Reporting to the Manager, Consumer Education and Awareness, the Digital Content and Engagement Specialist is responsible for supporting the UCA in ensuring the quality and timeliness of website content, as well as the effectiveness of the UCA's social media presence. Working within the parameters of a Consumer Education and Awareness Program, which embraces a social media focus, the Specialist will have ownership of all user engagement and spontaneous content strategy. The position will lead the development and implementation of a UCA social media plan, and oversee development of digital content and associated products. The position will ensure that the UCA plan and associated products closely align with, and support, the Divisional Social Media Strategy.

Working with content experts, the position is also responsible for developing, writing, editing, proofreading and maintaining engaging, public-facing on-line content, including website content, for the UCA.

The position provides advice to UCA managers and staff on leading edge new/social media and on-line public awareness processes and developments. The work of the position sparks and nurtures on-line conversations about energy and energy choice to equip consumers to make informed decisions and also position the UCA as the utilities expert and helpful resource.

Responsibilities

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

1. Leads the development, execution and ongoing growth of the UCA's social and digital media presence and on-line public awareness and engagement plans to support the objectives outlined in the UCA's Consumer Education and Awareness Program and Divisional Social Media Strategy:

- Creates and activates UCA social media channels (e.g. Facebook, Instagram, LinkedIn, Youtube)
- Ensures social media channel graphic elements adhere to Alberta Government and UCA brand

2. Working in close collaboration with the Consumer Education and Awareness team, uses social media to promote initiatives, resources and tools and works to leverage other channels to enhance the UCA's social media presence and reputation as an expert source of information and utilities-related consumer protection in Alberta:

- Writes content for social media channels, including posts and articles

3. Researches multi-media and social/digital trends, best practices and markets; and briefs Consumer Education and Awareness Manager and UCA management team on emerging social/digital media issues and opportunities and provides advice on the direction the UCA should be moving in.

4. Researches and provides advice on digital advertising and marketing.

5. Creates original and re-purposed web content that is engaging and compelling for diverse audiences; works with content experts to ensure appropriateness, accuracy and timeliness.

6. Maintains and communicates to Consumer Education and Awareness Manager and other UCA staff, best practices, standards and processes for digital content development and delivery, including approvals.

7. Works in close collaboration with colleagues within the Division, the Ministry and across government to ensure alignment with overall direction and objectives and to identify and leverage opportunities to collaborate on social/digital media-related projects; and to ensure UCA adherence to Government of Alberta social media policy and related legislation, directives and guidelines.

8. Develops creative, clear, strategic and interesting editorial and creative content for the UCA's social and digital media platforms, including website navigation plans and copy, social media copy, video scripts and

infographics.

9. As required, leads the research and development of responses to public and stakeholder inquiries through social media channels. Consults with management and UCA mediation team, on an as-needed basis related to potentially contentious issues.

10. Monitors and analyzes media, stakeholder and consumer social media channels and notifies the management team of any breaking contentions issues on-line; consults with management team and Communications staff to develop communications strategies to address issues based on understanding of the specialized nature of social media and digital communication networks. Uses judgment and independent decision-making skills to determine relevancy and appropriateness of sharing content produced by other sources on the social media accounts.

Problem Solving

Typical problems solved:

The Digital Content and Engagement Specialist has a significant role in the UCA's Consumer Education and Awareness Program and is responsible for establishing, managing and growing the UCA's digital media presence. The role requires the creative application of specialized technical skills, including web writing and editing; and ongoing awareness and application of social media and other communications trends and tools. This includes planning and leading internal and external online engagement projects and providing strategic advice to managers and fellow staff. As a resident expert, the Digital Content and Engagement Specialist's work will require a large degree of personal judgment, accountability, flexibility, and creativity to be successful. The outcomes of the position will impact the effectiveness of the UCA's Consumer Education and Awareness Program and the work of the UCA as a whole.

Types of guidance available for problem solving:

Communication and consultation with teammates and manager.

Manager available for more complex issues and guidance.

Direct or indirect impacts of decisions:

Position operates independently planning and organizing its daily work. Decisions impact the brand reputation of the UCA and ability to promote energy literacy for Albertans.

Key Relationships

Major stakeholders and purpose of interactions:

The Digital Content and Engagement Specialist reports to the Manager, Consumer Education and Awareness and works closely with all members of the Consumer Education and Awareness team.

Contact

Manager, Consumer Education and Awareness
Other Consumer Education and Awareness team members
Mediation Team staff - Inform, consult and collaborate.
Operations Manager - Inform, consult and collaborate.
Executive Director - Inform, consult and collaborate.
Other Managers and Directors - Information and expertise.
Communications Branch - collaborate closely on social media strategy, content and posting
Other GoA Ministries - Discuss learnings, exchange information and best practices in related fields. Coordinate and collaborate on projects and initiatives as required.
Industry Peers - Share information and best practices.
Consultants - Work with relevant contractors. Coordinate and collaborate on projects and initiatives.

Frequency of interaction

Daily
Daily
Daily/Weekly
Weekly
Biweekly/Monthly
Biweekly
Daily/Weekly as required
Monthly
Monthly
As required

Required Education, Experience and Technical Competencies

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

If other, specify:

University graduation in communication, marketing, digital or content marketing or

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

University graduation in communication, marketing, digital or content marketing or a related field plus two years progressively responsible related experience in digital communication; or equivalent as described below.

Equivalencies: Directly related education or experience considered on the basis of: 1 year of education for 1 year of experience; or 1 year of experience for 1 year of education.

- Experience with platforms such as Umbraco, Adobe and Microsoft products.
- Experience using Google Analytics, including creation of reports.
- Basic knowledge of advertising and graphic design techniques.
- Must have working knowledge of Search Engine Optimization (SEO).
- Experience researching, writing, and editing, including writing for the web.
- Experience in social media engagement, including interacting with users on various social media platforms, using social media scheduling tools.
- Experience using plain language to reach diverse audiences.

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		
Agility	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Identifies and manages required change and the associated risks:</p> <ul style="list-style-type: none"> • Identifies alternative approaches and supports others to do the same • Proactively explains impact of changes • Anticipates and mitigates emotions of others • Anticipates obstacles and stays focused on goals • Makes decisions and takes action in uncertain situations and creates a backup plan 	<p>Able to adapt approach to a situation in an environment where variable frequently change.</p> <p>Able to make decisions and communicate under pressure.</p> <p>Ability to adapt and adjust to competing demands.</p>
Build Collaborative Environments	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Facilitates open communication and leverages team skill:</p> <ul style="list-style-type: none"> • Leverages skills and knowledge of others 	<p>Develops communication to engage a variety of stakeholders.</p> <p>Leverages the strengths</p>

		<ul style="list-style-type: none"> • Genuinely values and learns from others • Facilitates open and respectful conflict resolution • Recognizes and appreciates others 	and knowledge of the team.
Creative Problem Solving	○ ● ○ ○ ○	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices 	<p>Understands internal and external related services.</p> <p>Recognizes short- and long-term solutions.</p>
Drive for Results	○ ● ○ ○ ○	<p>Works to exceed goals and partner with others to achieve objectives:</p> <ul style="list-style-type: none"> • Plans based on past experience • Holds self and others responsible for results • Partners with groups to achieve outcomes • Aims to exceed expectations 	Constantly striving to have positive outcomes, even in challenging scenarios, so the majority of Albertans will continue to utilize the UCA services.

Benchmarks

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