

**NON-MANAGEMENT JOB DESCRIPTION  
POINT RATING EVALUATION PLAN**

**Working Title**

Workforce Consultant (WFC)

**Division, Branch/Unit**

Workforce Strategies, Employer and Program  
Services/Regional Employer Supports

**Ministry**

Jobs, Economy, Trade and Immigration  
(JETI)

**PURPOSE:** Give a brief summary of the job, covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

Under the direction of the Regional Employer Supports Unit within the Employer and Program Services Branch, the Workforce Consultant (WFC) initiates, develops and maintains relationships with employers, employer organizations and community stakeholder groups with the objective to encourage, support and facilitate the attraction, development and retention of Alberta's workforce.

Through networking, strategizing and collaborating with employers and a variety of stakeholders, the WFC is responsible for collecting and disseminating local, regional and provincial labour market information. Additionally, promoting the programs and value of training employees with employers is an essential component of this position. The role of the WFC is integral to supporting the ministry's goal that '*Albertans have the skills demanded by the labour market*' and '*Alberta is able to attract and retain a skilled, resilient and productive workforce*'.

This Position will require the WFC to promote labour market information products and information as well as promote programs and services from other ministries that support employers. The WFC is required to know a wide variety of cross ministry programming and to provide appropriate and timely referrals to those programs. Providing presentations on these programs and services to employer groups and organizations is a necessity as well as participating in and/or leading local committees/working groups.

This position liaises with employers and business associations to assess their needs related to: attract, develop, inform and retain their workforce, which enables the ministry's to collaborate on, develop and implement appropriate responses. This position connects business owners, Chamber of Commerce, Town and City Economic Development Officers, Community Futures and various other regional stakeholders to develop local initiatives, events, programs, grants and activities. The WFC may lead initiatives, develop workforce partnerships and/or develop, negotiate and monitor grants to execute these strategies and ensure that the Ministry has a strategic reaction to the needs of the communities. The WFC is responsible for multiple communities in the geographic areas they serve. They require knowledge of these communities, including what drives their particular economies and a strong understanding of the socio-cultural, historical, political, and economic context within the region. Initiating, developing and maintaining relationships in multiple communities, and/or across multiple sectors are necessary for success in this role.

The WFC establishes connections with various local Ministry's staff and external colleagues in the Government of Alberta and other jurisdictions, to foster innovation and development of strategies and actions that address regional employer workforce issues and challenges.

**RESPONSIBILITIES AND ACTIVITIES:** The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

### **Employer Engagement**

Employers will be aware of Government of Alberta (GoA) programs and services to support taking timely and effective action towards the attraction and retention of workers, including how these can be accessed.

- As the face of GoA to employers and regional industry associations, WFCs are labour force experts in their regions or sectors
- Awareness and high-level knowledge of all GoA programs and services for employers as well as business strategies and the ability to assess employers challenges and work together to develop solutions
- Promote awareness and increased knowledge of the benefits of utilizing underrepresented labour groups to employers, regional industry organizations and other stakeholders
- Connect employers to workforce adjustment supports

Managing the complexities and intricacies of building and maintaining relationships with communities, employers, regional industry groups and other levels of government which all have competing priorities.

- Develop relationships with key stakeholders such as Chambers of Commerce, Regional Economic Development Authorities, municipalities, Indigenous communities, regional business associations and industry, individual employers, labour groups, Human Resources associations and other stakeholders by participation in local events, partnerships and ongoing contact
- Engage with employers individually and in groups, participating in community events and information sessions to provide employers with specific information, strategies and learning opportunities related to attraction, development and retention of workers
- Support and/or create opportunities for employers to interact with other employers such as; networking activities, employer symposiums, conferences and industry focused events
- Initiate, Manage, lead and/or participate in a variety of labour force development, engagement and workplace productivity events, projects and employer networks such as Employer Attraction and Retention Networks (EARN's), Business Support Networks, Workshops and Chambers of Commerce events etc.

### **Collection, Dissemination and Utilization of Labour Market Information**

Obtain a vast Labour Market Information acumen to ensure employers and other stakeholders will have access to labour market information that facilitates effective decision making.

- Work with employers to collect regional labour market information and respond to their labour force information needs through employer visits, networking events and collection/distribution of data
- Educate employers on the suitable tools, resources and information available to support their planning and decision making related to future workforce development
- Deliver national, provincial and regional labour market information and intelligence to support and influence informed decision-making by government, industry and employers
- Discuss, clarify and identify attraction and retention issues in order to develop and implement potential solutions

### **Partnerships**

Build an effective network of linkages and partnerships with key regional business and industry organizations, community organizations and other levels of government to collaborate on the development and implementation of strategies to address skill and labour shortages

- Assist employers and employer organizations to take timely and effective action to attract and retain workers by utilizing Partnership Grants
- Identify and assess labour market development needs, priorities and trends by collecting, analyzing and applying statistical data and reports from internal and external sources including; community, government, employers and other stakeholders
- Develop recommendations for new strategies and programs that respond to evolving trends and issues in the local labour market to increase workforce participation

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- Initiate, negotiate, manage and monitor grant agreements to ensure compliance with the terms of the agreements and ensure effectiveness, timeliness and compliance with policy

### **Promotion of Employer Support Programs and Services**

Promote and support the work of other divisions within Jobs, Economy, Trade and Immigration and other Ministries within the Government of Alberta

- Through strong staff relationships and effective communication, WFCs have a high level knowledge of the ongoing work of all ministries within the GoA that provide supports to Employers
- Provide input, analysis and recommendations to other Ministry staff on the development of new labour force initiatives
- Promotion and edification of new initiatives to employers through the delivery of presentations, soliciting surveys and one on one consultations with regional partners
- Increase employer knowledge of successful strategies to access labour pools from other provinces
- Work collaboratively as a Provincial team to support employers on a regional basis across the province

**SCOPE:** List specific information that illustrates the challenges, problem solving and creativity requirements and decision making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

This position provides services in line with the Ministry of Jobs, Economy, Trade and Immigration and Government of Alberta goals and policies. Direction is determined by needs and demands of the ever-changing regional labour market. The WFC's primary clients are employers and regional employer associations/organizations. Additionally when addressing Alberta's labour force challenges, the WFC must be aware of sources of labour in their communities and promote the employment of underrepresented groups (unemployed, immigrant, Indigenous people, youth, older workers, persons with disabilities) to employers.

Working in collaboration with stakeholders, the variety and size of assignments varies. Exploring the needs and challenges of local business; understanding, interpreting and responding to provincial labour market issues in demanding labour markets and being versatile enough to respond to changing labour market conditions including helping support the continued employment of people being downsized/laid off. Working with stakeholders, WFCs identify regional labour market issues, create strategies and implement project based and individual employer focused solutions.

Working independently the WFC strives to develop creative, flexible solutions, utilizing professional and technical skills, as well as industry experience. The WFC is responsible for finding, creating and sharing effective methods of gathering and disseminating labour market information and industry intelligence that will encourage cooperation among divergent and competing communities, companies and other groups while stimulating industry development and growth in the context of labour force development throughout the province.

**KNOWLEDGE, SKILLS & ABILITIES:** Include information on required diplomas and degrees along with identifying the most important knowledge factors, including knowledge about practical procedures, administrative, technical or professional techniques, technical, scientific or program related processes, etc. Detail specific training if there is an occupational certification/registration requirement for the position. Specify the type of experience required for the position (see Writing Guide [Pages 12-14](#)).

#### **Knowledge of:**

- Strong conceptual, analytical and problem solving skills. Ability to identify key issues and support the creation of solutions.
- Creativity and the ability to think outside of the box to create innovative strategies to address the labour force needs.
- Excellent communications skills, ability to foster positive working relationships.
- Ability to work independently and as part of a team with a broad range of individual employers and employer organizations.
- Flexibility and the ability to work in an environment with changing priorities, short timelines and scarce resources.

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- Time management and organizational skills, the ability to take on multiple projects and tasks and complete in a timely manner. Ability to prioritize work and produce quality results, often require within a short time frame.
- High level of self-management with strong results orientation
- Ability to influence without authority to build support and achieve consensus with external and internal stakeholders as well as employers and employer organizations.
- JETI Mandate and Business Plan priorities and other GoA Ministries Mandates and Business Plan priorities
- Local, Regional and Provincial labour markets, trends, issues and challenges facing employers and the business community
- Employment and training programs, Labour Market Partnership programs and initiatives, Business support programs and services, Occupational Health and Safety, Employment Standards and other business related programs available through GoA departments
- Alberta economy and awareness of Canadian, North American and Global economies
- Industry, Regional industry associations and labour groups
- Employment Standards and Occupational Health and Safety terminology and legislation to mitigate risk

**Academic and Experiential Qualifications:**

- A post secondary degree along with a minimum of 4 years related experience is required. A relevant degree such as; Business, Social Sciences, Human Resources, Business or Community development along with demonstrated project management and community development experience is an asset

**Computer:**

- Windows platform, MS Office (Word, Excel, PowerPoint, Outlook, Google Chrome, Microsoft Edge, SharePoint)
- Workforce development websites such as; Alberta Economic Dashboard, Canada-Alberta Productivity Grant

**Essential Skills:**

- Working independently and in isolation
- Prioritize workload
- Business acumen – enabling effective working relationships with all levels of business and community leaders
- Political acumen – strong understanding and context of the regional socio-cultural, historical, political, and economic environment
- High degree of creativity, initiative, professionalism, and independent judgment
- Highly defined networking and marketing skills
- Ability to inform and influence perspectives regarding the role of government in the economy
- Working knowledge and understanding of industry, their regional associations and labour groups within the local area economies. Basic knowledge of global economy as it influences the Provincial/regional labour market
- Well-developed communication skills - enabling effective contact with internal and external stakeholders
- Leadership, facilitation and team participation skills
- Demonstrated ability to gain respect, trust, credibility and confidence within the business community
- Ability to initiate, evolve, negotiate, collaborate on proposal development and manage Partnership Grants

**Leadership:**

- Organization, coordination and time management to effectively manage workload
- Teamwork and collaboration
- Project development and management

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- Resilient, adaptive to ongoing change, flexible, creative, able to deal effectively with transition

**Communication/Interpersonal:**

- Strong human relations skills while interacting with other people at any level within or outside the department
- Community partnership building and the ability to influence without authority
- Creative problem-solving skills
- Public speaking, facilitation and training
- Project management
- Consulting
- Conflict resolution
- Writing Skills
- Negotiation and mediation skills

**CONTACTS:** Identify the main contacts the position communicates with and the purpose of the communication (See Writing Guide [Pages 14-15](#)).

**Contacts internal to government:**

- All Divisions/Branches within JETI, other government departments and other levels of government as needed.
- JETI staff - Daily - to provide regional information, share labour market information, seek updates on strategic processes, identify challenges, provide direction and request follow-up.
- Team Manager – Weekly – problem solve with, seek direction, clarify expectations, and strategize responses, updates

**Contacts external to government:**

- Business and regional industry associations, individual companies, labour organizations/unions, regional economic development authorities, Indigenous communities, Chambers and other stakeholders, public, post-secondary institutions, and private vocational schools to network, collect/disseminate and share labour market information and create partnerships to achieve the business goals of GoA.
- Business, Community and Regional Industry Partners and potential partners – Daily – Seek information, discuss possible solutions to labour force challenges

**SUPERVISION EXERCISED:**

No direct reports.