

NON-MANAGEMENT JOB DESCRIPTION POINT RATING EVALUATION PLAN

Working Title Area Information Coordinator		Name	
Position Number	Reports to Position No., Class & Level	Division, Branch/Unit Forestry Division/ Forest Operations/ Fort McMurray Forest Area	Ministry Forestry and Parks
Present Class		Requested Class	
Dept ID	Program Code	Project Code (if applicable)	

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](#)).

Reporting to the Wildfire Prevention Officer, the Area Information Coordinator represents the Government of Alberta and is responsible for developing and implementing outreach and education strategies for the Forest Area. In Forest Operations, the role supports timely public and stakeholder communication during wildfires and other emergencies. It also supports programs focused on fire prevention, reducing the human-caused wildfires, increasing knowledge of FireSmart initiatives, promoting mitigation and preparedness activities for communities. The Coordinator also fosters environmental stewardship through a coordinated approach that addresses the needs of the public and stakeholders, contributing to Forest Management and Forest Health programs within the Forest Area.

During emergency and crisis events, effective communication with the public, stakeholders, and response partners is one of the most critical actions in protecting Albertans and their communities. The Area Information Coordinator plays a key role in managing crisis communications during emergencies. Their primary focus is to provide timely, accurate information and to develop communication strategies and plans that promote awareness of emergency preparedness and mitigation efforts. These efforts aim to equip the public and communities across Alberta with the knowledge and tools needed before emergencies occur.

The Area Information Coordinator develops program content tailored to client needs through evaluations and needs assessments, while also serving as a consultant to department staff, the public, municipalities, industry, and media on crisis and emergency management. This includes all aspects of the wildfire and forest management programs. The primary responsibility is to provide leadership in emergency and crisis communications to Forest Area Managers, community leaders, stakeholders, and first response partners.

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](#)).

1. Strategic planning and communications. Develop and deliver Division-wide initiatives that include wildfire, forest management, and forest health issues, youth programs, social media, school curriculum planning and delivery while influencing behaviour change in Albertans around emergency preparedness and mitigation. This includes:
 - Providing strategic direction to senior staff on effective and efficient communication strategies for emergency response, preparedness and mitigation.
 - Representing the department across the province to educate the public and key stakeholders on various topics; while continuing to build relationships in communities to support emergency response activities within an environmental stewardship context.
 - Through complex plans such as community-based social marketing, they must create plans and strategies to guide their implementation to address behaviour change for intricate social issues.
 - After implementing these plans, the Area Information Coordinator is responsible for monitoring and performance management, making modifications as required.
2. Provide emergency and crisis communications leadership and direction on incidents and within communities under crisis.
 - This position provides advice and direction to senior managers in communications on scene of emergencies or within the department.
 - Immediate crisis communication management, coordination within the department, stakeholders and partners occurs in rapid but structured manner only due to the pre-planning, training and strategies set in place ahead of emergencies.
 - On incidents, the position reports to the Incident Commander, you will be required to manage and form complex relationships with the public, media, and municipalities within a dynamic and potentially stress filled environment.
 - The position is responsible for ensuring public and stakeholders are getting clear and concise incident communications. This position provides communications leadership in rapid pace environments

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3. The Area Information Coordinator builds relationships, develops strategies, and conducts planning using a structured set of tools—often beginning with needs assessments to identify the most effective approach for each stakeholder group. Strategic responsibilities include:
 - Developing marketing programs and outreach activities
 - Managing and strengthening partnerships with schools, communities, and industry stakeholders
 - Delivering workshops, training sessions, and presentations across the province
 - Creating content for websites and managing social media campaigns
4. Address the growing concerns over environmental issues by:
 - Increasing awareness, understanding and concern for wildfire-related topics within ecosystem management.
 - Building communication plans and strategies to integrate and support landscape management planning initiatives such as wildfire management plans (under the regional land use plans Increasing community involvement and engagement in stewardship efforts through the Community Based Social Marketing (CBSM) initiatives
5. Manage program budget and plans with reportable performance measures and deliverables. The position is accountable for delivery of a yearly budget plan, contingency planning and ongoing financial mgmt.
 - Budget and contingency plans are submitted annually for execution in the following fiscal year. Fiscal management also includes reallocation plans and exercises for contingency funds.
 - Position is accountable to senior managers for program delivery with the budget, including the execution and reporting of CBSM initiatives under their CBSM plans.
 - Budget plans, deliverables and reporting must also align with the area senior manager's overall budget planning and delivery.
 - The position differs than other similar communications type positions due to the autonomy and higher level accountability required to manage the program and budget.
6. Involved with provincial task teams on provincial behaviour change or crisis communication initiatives. The Area Information Coordinator, on a rotational basis, may also act as a provincial Wildfire Information Coordinator, making themselves available 24/7 during wildfire season for immediate comment on behalf of the Alberta Government.
7. Work with staff on techniques to influence behaviour of Albertans as well as professional communication in and out of crisis events.
8. Participate in the planning and execution of national corporate events like the FireSmart Community Series and the Wildland Fire Canada Conference as well as designing and organizing multi-jurisdictional mock disasters and exercises.

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](#)).

The Area Information Coordinator has unique challenges in the position. The position is one of a team of outreach employees in an area, but their focus is on the activities around wildfire and crisis communications in emergency management. This includes being the communications expert for complex programs like FireSmart, while also building strategies and plans to change and influence behaviours in human-caused wildfire reduction and environmental stewardship. This role is generally the only one in the region that is the lead contact for senior leaders in emergency and crisis communications. This requires the position to provide leadership and direction to many area staff and stakeholders (municipalities, industry, First Nations, etc.), while also building relationships before disasters occur in order to lead, guide or facilitate emergency preparedness and mitigation programs.

This position is responsible not only for developing engagement and communication strategies and plans, but also differs from similar communications roles due to the greater autonomy and higher-level accountability required to manage both the program and its budget.

The job requires the ability to communicate effectively with clients and stakeholders. Much of the contact is for the purpose of disseminating and obtaining information or assessing client needs. There is a need to influence behaviour. Strong HR skills are required to face Albertans emotional or intense conflict resolution. Clients can range from, the public to high-level decision-makers in multiple levels and strata of government and industry; for example, directors of emergency for municipalities, CAOs, Mayors, Fire Chiefs, MLAs, MPs, ministers, and industry CEOs. Industries, communities, schools (K-12), the public, and professionals involved in forestry-related businesses are also educated about how their environmental practices and choices impact the sustainability of the environment.

There is an expectation of this position to go beyond just educating Albertans about how wildfire and FireSmart affect them, but to actually change the behaviours of those Albertans to reduce the amount of human-caused wildfires and increase the amount of FireSmart being used in the province. Creating behaviour change is exponentially more complex than merely educating the public and takes both an increased knowledge and higher skill level to perform effectively.

Additionally, this position represents the department across the province to educate the public on various environmental topics and their impacts. While it does have accountability to deliver programs, it has equal responsibility to design them requiring considerable creativity and strong problem solving abilities.

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](#)).

A degree or diploma in journalism, communications or public relations or related education as well as six years of progressively responsible experience is required.

This position requires in-depth knowledge of the department, critical stakeholders, first response partners (e.g. municipalities, fire depts., etc.), and media while strategically connecting to public motivations during a crisis in order to meet high-pressure deadlines with accurate and effective messaging. A wide breadth of knowledge of department (and GOA), our policies, emerging environmental issues and concepts are also required; this also enables development and design of materials and curriculum for Albertans. Additionally this position requires the position to form in-depth, long-term, complex relationships with stakeholders like municipalities, industry and First Nations, in order to manage communications around broad emergency-based issues and concepts with very short timelines during disaster events.

Additional skills required are:

- The ability to develop, implement and deliver high level engagement processes including: world cafes, focus groups, surveys, literature reviews, etc.
- Skills in planning multi-faceted behaviour change models while simultaneously implementing and reviewing projects already in place.
- Knowledge of strategic tools and relationships models needed to manage media in high pressure situations.
- Knowledge of key messaging – including the ability to take highly technical or complex issues and make them clear and concise to be accessible to a wide variety of stakeholders.

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

Internal (GOA)

- Division/branch representatives – Collaborate to identify priorities, develop communication strategies and plans, execute strategies/plans and evaluate programs with performance measurement and fiscal responsibility.
- Other Government representatives – Work cooperatively with representatives from other GOA Ministries on to lead or support emergency-related communication initiatives as required. This position provides guidance and recommendations to cross-ministry communication teams to ensure consistent and integrated messaging is communicated with external audiences. Other Ministries include (but is not limited to): Culture; Health and Wellness; Transportation; Municipal Affairs; Service Alberta and the Public Affairs Bureau.

External

- Stakeholders, agencies, and partnerships – strategic relationships with a range of external stakeholder groups advance the department's goals and business activities. Key partners include (but are not limited to):
 - Municipalities, industry (forest, oil and gas, utility), First Nations/Metis communities
 - First Response partners – Officer of the Fire Commissioner, Fire depts., RCMP, AEMA, ASERT
 - The Alberta Forest Products Association
 - Canadian Interagency Forest Fire Centre
 - Crimestoppers in partnership with Television media
 - Partners in Protection
- Media Outlets – Develops a professional working relationship with media outlets and reporters throughout the Forest Area These relationships are cultivated to ensure messaging is replicated in a clear, consistent and factually correct manner in published pieces.

SUPERVISION EXERCISED: List position numbers, class titles, and working titles of positions directly supervised (see Writing Guide [Page 15](#))

This position maybe responsible for formally supervising wage employees and volunteers. The position will provide oversight and leadership to community leaders and stakeholders working on resident and non-resident programs with the department.

CHANGES SINCE LAST CLASSIFICATION REVIEW: Identify significant changes that have impacted the responsibilities assigned to your position since the last review (see Writing Guide [Pages 15-16](#)).

ORGANIZATION CHART: An organization chart that includes supervisor, peers and staff **MUST** be attached (see Writing Guide [Page 17](#)).

This information is being collected under the authority of Section 10 of the Public Service Act and will be used to allocate positions within a classification plan and to manage the Alberta government human resources program. If you have any questions about the collection of this information, contact the Job Evaluation Unit, 6th Floor, Peace Hills Trust Tower, 10011 - 109 Street, Edmonton, Alberta, T5J 3S8, phone 780/408-8400 or contact your Ministry Human Resource Office.

Signatures

The signatures below indicate that the incumbent, manager and division director/ADM have read, discussed and agreed that the information accurately reflects the work assigned (see Writing Guide [Page 16](#))

Incumbent

Name

Signature

Date

**Wildfire Prevention
Officer**

Name

Signature

Date

Forest Area Manager

Name

Signature

Date