

Update

Ministry

Describe: Basic Job Details**Position**

Position ID

Position Name (200 character maximum)

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:

The Ministry of Jobs, Economy, Trade and Immigration promotes Alberta's trade interests on the global stage by providing support to Alberta exporting companies through programs, services and policies. The Ministry delivers this support while working in a broader trade and export development ecosystem within Alberta and Canada. The Trade division is focused on developing strategies, related policies and programs to support Alberta's exporting companies including international missions, trade policy and negotiations, intergovernmental engagements and trade capacity and ecosystem coordination.

The Trade Capacity and Projects unit leads the development, integration and execution of strategic projects and initiatives to support Alberta's trade capacity and growth. The unit oversees the Ministry's strategic trade policy and related projects in collaboration with other ministries and strategic partners on capacity building initiatives and programming. The unit leads marketing and promotional efforts to strengthen awareness of the division's programs and services among Alberta companies, including web content, print materials, and outreach initiatives. The unit also supports internal capacity building by coordinating learning sessions, developing internal tools and resources, and enhancing knowledge sharing across the branch and division. The unit also contributes to ministry processes, ensuring an effective flow and exchange of information and advice among affected stakeholders on a cross section of trade, economic and business public policy issues.

The Manager of Trade Capacity leads the division's marketing, promotional, engagement and capacity-building initiatives to support Alberta companies in understanding and accessing export programs and services. The role manages and oversees the development and execution of marketing and outreach tools, including web content, print materials, fact sheets, sell sheets, social media strategies, newsletters and coordination with communications teams and vendors. This work helps strengthen awareness of the division's offerings and supports Alberta companies through clear and accessible information.

The Manager is responsible for leading cross-ministry and external engagement with key ecosystem partners to develop and deliver priority initiatives. This includes coordinating promotional activities and outreach with Calgary Economic Development, Edmonton Global, industry associations, chambers and more. The position also manages internal tools, resources and supports required for effective program delivery. This includes overseeing materials for minister missions, coordinating marketing toolkits and managing systems that support event registration and internal workflows.

The Manager leads and supports engagement with Alberta companies to identify needs and deliver capacity-building programming. This includes working with division teams on initiatives such as the Export Awards, TAP, Level Up and other programs designed to help companies grow their exports. The role collaborates closely with branch and division colleagues to ensure programs are responsive to company needs.

The position manages internal capacity building within the branch and division by coordinating learning sessions and related initiatives. The Manager fosters knowledge sharing, staff development and improved understanding of trade capacity issues to strengthen the division's effectiveness.

The Manager provides strategic leadership and project management for priority initiatives as required. This includes supporting branch strategic planning, contributing to cross-division priorities and advancing new initiatives that align with ministry and government objectives. The role requires strong problem-solving, decision-making, relationship management, communication and project leadership skills.

Responsibilities

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

1. Manage and lead marketing and promotional initiatives to help Alberta companies understand and access trade division programs and services.

- Develop and oversee marketing and promotional strategies that support awareness of trade division offerings, including web content, print materials, fact sheets, sell sheets, newsletters and social media approaches.
- Lead the coordination of marketing tools and materials by working closely with the branch and division,

other departments, trade ecosystem partners, communications and vendors to ensure accuracy, consistency and alignment with ministry priorities.

- Build and maintain strong relationships with other divisions, government departments and ecosystem partners to support marketing initiatives that help Alberta companies better navigate export programs.
- Engage with external stakeholder groups to enhance visibility and uptake of trade capacity programs.
- Oversee the development, tracking and continuous improvement of marketing resources to ensure Alberta companies receive clear, accessible and relevant information.
- Manage marketing-related projects from beginning to end, including research, material development, testing, implementation and evaluation.

2. Develop and lead development of trade content to promote Alberta's advantages and capabilities to global audiences.

- Develop and oversee trade-focused content tailored for foreign buyers, business partners and government officials to promote Alberta's sector strengths and export capabilities.
- Coordinate with ministry partners to ensure global-facing materials are accurate, strategic and aligned with Alberta's trade priorities.
- Create audience-specific content such sector profiles, value propositions and market-focused promotional collateral that support trade missions, delegations and international events.
- Ensure international content reflects Alberta's competitive strengths and supports global engagement by highlighting the province's value proposition in priority sectors and international markets.

3. Manage and lead cross-ministry and external engagement to support coordinated delivery of trade marketing initiatives.

- Build and maintain strong relationships with other divisions, government departments and ecosystem partners to support marketing initiatives that help Alberta companies better navigate export programs.
- Engage with external stakeholder groups, in collaboration with the Director and senior leadership, to enhance visibility and uptake of trade capacity programs.
- Lead the coordination of marketing tools and materials by working closely with the branch and division, other departments, trade ecosystem partners, communications and vendors to ensure accuracy, consistency and alignment with ministry priorities.
- Oversee the development, tracking and continuous improvement of marketing resources to ensure Alberta companies receive clear, accessible and relevant information.

4. Lead and support engagement with companies to help identify, develop and deliver on capacity-building programs and initiatives.

- Oversee the development, tracking and continuous improvement of marketing resources to ensure Alberta companies receive clear, accessible and relevant information.
- Engage with external stakeholder groups, in collaboration with the Director and senior leadership, to enhance visibility of marketing and promotional programs.

5. Manage and lead internal marketing resources and supports to enable consistent, high-quality program delivery across the division.

- Oversee the development, maintenance and continuous improvement of key internal resources such as minister mission materials, marketing toolkits and event registration tools to support efficient and consistent delivery of trade programs and services.
- Ensure internal tools, templates and processes remain current, user-friendly and aligned with division and ministry priorities.
- Lead special assignments, cross-division projects and priority initiatives as required, applying strong project management, relationship management and problem-solving skills.

6. Manage and lead internal capacity building, tools, processes and information systems to strengthen staff capability, support knowledge sharing and build political acumen.

- Develop and implement internal processes, tools and systems that enhance the branch and division's ability to deliver trade capacity programming consistently and effectively.
- Lead internal learning and development initiatives, including branch and divisional learning sessions that

strengthen staff understanding of trade initiatives and priorities and build political acumen across the team.

- Coordinate the development and maintenance of internal resources such as toolkits, templates, guidance documents and shared repositories that support efficient program delivery and continuous improvement.
- Provide leadership on internal change management, ensuring staff have the information, support and tools required as new priorities, systems or initiatives are introduced.

Problem Solving

Typical problems solved:

Problems faced in this position are multifaceted, complex and shaped by provincial priorities, political influences, market dynamics and operational needs across the trade ecosystem. The Manager must exercise judgment and accept risk when making decisions that require balancing immediate operational requirements with longer-term strategic objectives. The role frequently deals with tight timelines and high expectations to deliver clear, accurate and relevant marketing materials for domestic and international audiences and minister missions.

The Manager faces challenges in guiding the trade capacity team through high volumes of information related to stakeholder feedback, external partners and internal priorities. This requires the ability to synthesize diverse inputs into clear recommendations, briefing notes and program resources. The Manager must respond quickly to emerging issues and adjust approaches to support both internal teams and external partners.

The position works with a wide range of stakeholders including internal branch and division colleagues, other ministries and ecosystem organizations. This requires strong skills in balancing interests, coordinating activities, managing expectations and ensuring progress despite competing timelines and shifting priorities. The Manager must support collaborative work that advances Alberta's trade capacity, strengthens program delivery and enhances visibility of Alberta's advantages. The position is expected to take initiative, provide independent advice and make decisions that reflect awareness of political context, strategic priorities and potential risks.

Human resources, financial and time management skills are critical to success. The position leads complex marketing projects, internal capacity-building initiatives and cross-division processes that involve goal setting, team coordination and simultaneous management of multiple deadlines. The Manager must deliver practical, high-quality results in dynamic and fast-moving environments while ensuring accuracy, consistency and alignment with ministry direction.

Types of guidance available for problem solving:

Resolution of specific issues may be guided by legislation, departmental policies and procedures and emerging provincial priorities. Where appropriate, assistance and direction are provided by the Director, who outlines desired objectives and outcomes for decision-making, particularly for initiatives requiring cross-ministry coordination or collaboration with ecosystem partners. The Manager leverages established relationships with other divisions, Communications, vendors, Alberta companies and external partners to support informed decision-making related to marketing, trade content, capacity-building programs and internal tools.

The department's Business Plan provides the overarching framework for decisions, while professional experience, subject matter knowledge and the support of unit and division staff guide day-to-day judgment. Input from branch and division colleagues, Communications and program partners also contributes to shaping solutions and determining appropriate actions. These internal and external inputs support decision-making that affects program visibility, messaging consistency and the effectiveness of trade capacity initiatives.

Direct or indirect impacts of decisions:

This position works within the parameters of government legislation, policies, plans and established ministry guidelines. The Manager represents the division in initiatives that require expertise in marketing, promotional strategies, domestic and international-facing trade content and internal capacity building tools. The work is diverse, operationally complex and often strategically sensitive and these parameters

directly shape the options and solutions available to support the division in meeting the department's Business Plan and trade capacity goals.

The Manager must demonstrate agility and strong collaboration skills to respond effectively to a high volume of requests that are sensitive and often have short turnaround times. The position leads and guides staff and cross-division colleagues in identifying information needs, clarifying goals, planning components of marketing and capacity-building initiatives and developing recommendations for senior decision-makers. Decisions made by the Manager influence the quality and timeliness of marketing products and trade capacity programming.

The role reviews work for completeness, clarity and consistency and develops recommendations grounded in sound judgment, political awareness and understanding of trade capacity priorities. The position is expected to demonstrate professional judgment, independence and accountability in evaluating issues, making decisions and guiding the team on strategic and operational matters.

Key Relationships

Major stakeholders and purpose of interactions:

- Director and Executive Director - Discuss the delivery of marketing strategies, domestic and international content, internal capacity building initiatives and division resources; develop presentations, briefings and updates; provide intelligence on program needs, emerging issues and opportunities that support their work and align with ADM, DM and Minister priorities.
- Within ministry - Represent the division on projects requiring expertise in trade marketing and promotion. These initiatives often involve strategically sensitive and operationally complex issues that directly influence options and solutions supporting the department's Business Plan and priority outcomes. Liaising effectively with Communications is essential to the role.
- Unit staff - Mentor, coach and guide staff in the development of marketing materials, web content, internal tools and capacity-building resources. Provide direction, review work for accuracy and consistency and support staff in carrying out division initiatives.
- Other department branches - Proactively build strategic relationships to collaborate on initiatives and provide advice on marketing, outreach, company engagement and trade capacity as required.
- Other ministries - Leverage relationships to support cohesion and collaboration on cross-ministry initiatives such as TAP promotion, Level Up outreach and other trade-related marketing efforts. Represent JET in cross-ministry working groups and projects.
- External stakeholder groups and ecosystem partners - Engage with organizations such as CED, Edmonton Global, industry partners and vendors to support alignment, joint initiatives and development of coordinated tools and materials that enhance Alberta's trade profile domestically and internationally.

Required Education, Experience and Technical Competencies

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

If other, specify:

University degree in related areas such as business, marketing, communications, public policy, etc.

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

- Minimum eight years of experience working in progressively more complex roles.
- Significant experience developing and managing marketing materials, promotional tools and related procurement or vendor processes.
- Broad experience preparing and providing analysis, reports, briefings and presentations for senior leadership and cross-ministry audiences.
- Strong project management knowledge and experience, with the ability to lead multiple initiatives simultaneously under tight timelines.
- Ability to lead efforts among cross-ministry teams and internal staff to develop and deliver marketing initiatives and capacity-building programs.
- Strong leadership, relationship building and stakeholder engagement experience.
- Knowledge of Alberta's business environment, sector strengths and trade ecosystem and their impact on Alberta's economy and trade.

- Practical knowledge of market research, environmental scanning and analysis of trends that inform marketing strategies and capacity-building initiatives.
- Knowledge of Alberta's trade priorities, strategies and international positioning to support development of marketing content.
- Ability to apply a big picture, systems-based approach to assess impacts, identify opportunities and make recommendations for senior leaders.
- Ability to align initiatives with ministry and government priorities to support trade capacity and program delivery objectives.
- Skills, experience and knowledge in conflict resolution, negotiation and mediation processes.

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		
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Works in open teams to share ideas and process issues: <ul style="list-style-type: none"> • Uses wide range of techniques to break down problems • Allows others to think creatively and voice ideas • Brings the right people together to solve issues • Identifies new solutions for the organization 	The position is responsible for independently leading multiple marketing, promotional and internal trade capacity initiatives that are complex and may not have established precedents. Ongoing engagement within the ministry and with other ministries is essential to provide strategic advice, coordinate approaches and share options. The Manager must assess and mitigate risks while delivering high-quality results across diverse projects and shifting priorities.
Build Collaborative Environments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Involves a wide group of stakeholders when working on outcomes: <ul style="list-style-type: none"> • Involves stakeholders and shares resources • Positively resolves conflict through coaching and facilitated discussion • Uses enthusiasm to motivate and guide others • Acknowledges and works with diverse perspectives for achieving outcomes 	Advanced interpersonal leadership and communication skills are required to manage and collaboratively deliver marketing, promotional and trade capacity initiatives on behalf of the department.
Develop Self and Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Encourages development and integration of emerging methods: <ul style="list-style-type: none"> • Shapes group learning for team development • Employs emerging 	This position plays a key role in developing branch and divisional trade capacity programs. The Manager supports

		<p>methods towards goals</p> <ul style="list-style-type: none"> • Creates a shared learning environment • Works with individuals to develop personal development plans 	<p>growth of direct reports by coaching, providing development opportunities and creating personal career plans.</p>
Systems Thinking	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Integrates broader context into planning:</p> <ul style="list-style-type: none"> • Plans for how current situation is affected by broader trends • Integrates issues, political environment and risks when considering possible actions • Supports organization vision and goals through strategy • Addresses behaviours that challenge progress 	<p>In developing marketing, promotional and trade capacity initiatives, this position must consider the broader provincial, national and international trade context and how it affects Alberta's priorities across different time horizons. It must assess how current choices influence future activities, stakeholder expectations and long-term outcomes.</p>
Agility	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Proactively incorporates change into processes:</p> <ul style="list-style-type: none"> • Creates opportunities for improvement • Is aware of and adapts to changing priorities • Remains objective under pressure and supports others to manage their emotions • Proactively explains impact of change on roles, and integrates change in existing work • Readily adapts plans and practices 	<p>This position must demonstrate agility in responding to shifting priorities, emerging issues and rapid turnaround requests related to marketing, web content and trade capacity. The Manager adjusts plans quickly, reallocates resources as needed and adapts approaches to ensure high-quality products and supports are delivered under tight timelines.</p>

Benchmarks

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