

## New

Ministry

Affordability and Utilities

### Describe: Basic Job Details

#### Position

Position ID

Position Name (200 character maximum)

Jr. Consumer Education and Engagement Specialist

Requested 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

Utilities Consumer Advocate

☐ Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Manager, Consumer Education

### Design: Identify Job Duties and Value

#### Job Purpose and Organizational Context

Why the job exists:

The Utilities Consumer Advocate's (UCA) 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 Jr. Consumer Education and Engagement Specialist will support the UCA in connecting with its target audiences, including Indigenous people and communities, through effective education and public engagement practices. Working within the parameters of a Consumer Education and Awareness Program, the position will contribute to implementation of the comprehensive stakeholder engagement plan.

The outcomes of the position will impact the effectiveness of the UCA's educational initiatives and complement the on-line component of the engagement plan. The position will ensure education and outreach activities and supporting products effectively engage Alberta consumers, including target audiences and associated stakeholder organizations.

The position will support other staff in identifying, establishing and cultivating positive relationships with a

diverse range of internal and external stakeholders.

The position must demonstrate personal initiative to identify, establish and cultivate positive relationships with a diverse range of internal and external stakeholders.

The position requires strong research, relationship-building and communications skills (including verbal, writing, editing and proofreading) to assist in the development and delivery of workshops and presentations. The position assists in identifying and responding to issues faced by residential, farm and small business electricity and natural gas consumers by assisting in the development and delivery of initiating, developing and delivering educational programs, publications, web content and other resources that empower consumers.

The work of the position also supports increased awareness and understanding of the UCA's role in protecting consumers through its participation in the regulatory process. The work of the position equips consumers to make informed decisions and positions the UCA as the utilities expert and helpful resource for all.

## Responsibilities

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

Contributes to the development, execution and ongoing growth of the UCA's public education and stakeholder engagement plans to support the objectives outlined in the UCA's Consumer Education and Awareness Program:

- Researches and identifies engagement and outreach opportunities; and develops relationships with stakeholder organizations in Alberta.
- Develops and delivers dynamic and engaging public presentations, including workshops and webinars, for diverse range of audiences and stakeholder groups.
- Ensures presentations and other products align with UCA visual identity and Alberta Government brand through close coordination with Affordability and Utilities Communications Team.
- Researches and provides advice on innovative presentation and public techniques and tools.
- Maintains and communicates to Manager, Consumer Education and Awareness and other UCA staff, best practices, standards and processes for public education and engagement activities.
- Works in close collaboration with colleagues within the Division, Communications, the Ministry, and across government to ensure alignment with overall direction and objectives and to identify and leverage opportunities to collaborate on public education and engagement projects; and to ensure UCA adherence to Government of Alberta public engagement policy and related legislation, directives and guidelines.
- Monitors, measures and reports on success of consumer education and engagement activities; and adapts approach and plans accordingly.
- Build relationships within Government and outside agencies
- Required to respond directly to Consumers throughout the Province and beyond on a wide variety of UCA subjects.
- Provide courteous, timely and accurate information and advice to public (Consumers) on awareness of Alberta's electricity and natural gas retailers and markets.
- Assess Consumers questions, utilizing acquired knowledge or the database and website to search for appropriate responses and provide assistance.
- Assist Consumers, as much as possible, by providing information, advice and guidance on available retailers, contracts and regulated services.
- Provide appropriate referrals to other government departments and outside agencies when the inquiry does not fall within the UCA mandate.

- Develop and maintain an extensive knowledge base in order to respond to inquiries.
- Analyze data to identify trends and frequently asked questions to identify areas of public concern.
- Help Consumers navigate the ucahelps.alberta.ca website.
- Communicate with team members to share ideas and deepen understanding of topics and ensure work is covered when away from the office.
- Able to formulate and provide responses quickly and in person.
- Understand appropriate levels of in person responses and recognize when a question should be redirected to the UCA help line.
- Ability to work at trade shows and other events to provide information to consumers.
- Schedule will be fluid and flexible and able to work overtime. Will require out of town trips that could last for up to four days.
- Be able to work independently and alone for long periods of time. Extended periods of standing and lifting up to 30 lbs are required.
- Must have a valid driver's license and be able to work evenings and weekends.

Other related duties and project support as needed.

## Problem Solving

Typical problems solved:

Position requires understanding of Alberta's electricity and natural gas markets.

- Must be knowledgeable about consumer issues, the utilities industry policies, practices and regulations.
- Respond to inquiries by providing information and advice quickly and accurately.
- Originality is applied in communications with the public to disseminate complex matters in a simple and understandable fashion.
- By applying problem solving techniques, creativity is demonstrated in assisting Consumers with problems or concerns.
- Jr. Education and Engagement Specialist will work independently to make decisions with regard to giving information to the public as to their rights and responsibilities with respect to natural gas and electricity providers.
- Provide the Manager with suggestions relating to changes to policies, procedures and existing protocol where appropriate.
- Creativity and flexibility is required in order to adapt to various tasks and when trying to influence a course of action or recommend a solution to a situation.
- Schedule flexibility is required and may change at short notice.

Types of guidance available for problem solving:

Communication and consultation with teammates to problem solve for fast responses.  
Manager available for complex issues and guidance.

Direct or indirect impacts of decisions:

Jr. Education and Engagement Specialist needs to be able to maintain positive relationships with Albertans to ensure they maintain trust in the government and utility system. Poor explanations, dismissive answers, or bad face to face interactions will discourage Albertans from seeking assistance in the future.

## Key Relationships

Major stakeholders and purpose of interactions:

Position has significant impact on consumers and utility providers. Purpose of contacts is to obtain information, explain or exchange information and to research opportunities. Information gathered during in person contact is used to assist the regulatory team in proceedings.

## Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Diploma (2 year)	Education	Arts	

If other, specify:

Multiple Majors can apply to this position

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

- Knowledge of utilities industry or a solid understanding of how Alberta's utilities system works.
- Experience translating complex information into plain language to reach diverse audiences
- Experience developing and delivering presentations, workshops and webinars
- Experience using presentation software, including PowerPoint
- Experience in developing public education and engagement plans, including interacting with a variety of stakeholders representing diverse interests and perspectives
- Experience writing reports and plans
- Experience managing tight timelines and multiple requests, balancing individual contributions with content best-practices, and with brand and messaging consistency
- Experience with customer service and front line service is preferred.
- Class 5 Driver's License is required.
- Must be able to work evenings and weekends
- Be able to work independently and alone for long periods of time. Extended periods of standing and lifting up to 30 lbs are required.

## 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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is open to new ideas and breaks problems down to identify solutions: <ul style="list-style-type: none"><li>• Breaks down problems into small parts</li><li>• Constructively questions and challenges the norm</li><li>• Open to other's perspectives and aware of own</li><li>• Contributes ideas for improving processes, and adapts existing practice to address problems</li></ul>	The industry can change quickly and in response to media and public influence. The agent must have the ability to respond to in new ways to a variety of questions and consumer types.
Systems Thinking	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Observes and understands larger impact of role: <ul style="list-style-type: none"><li>• Sees impact of work on organization; anticipates change in own area based</li></ul>	Consumers are often confused or angry about how the system works. staff needs to be able to explain how the different

		on activities in other areas <ul style="list-style-type: none"> <li>• Considers how own work impacts others and vice versa</li> <li>• Ask questions to understand broader goals</li> <li>• Aware of how organization adds value for clients and stakeholders</li> </ul>	parts of government work together to form answers. They also need to know where to redirect people within government for concerns outside of the department mandate.
Drive for Results	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Works to exceed goals and partner with others to achieve objectives: <ul style="list-style-type: none"> <li>• Plans based on past experience</li> <li>• Holds self and others responsible for results</li> <li>• Partners with groups to achieve outcomes</li> <li>• Aims to exceed expectations</li> </ul>	Constantly striving to have positive outcomes, even in challenging scenarios, so the majority of Albertans will continue to utilize the UCA services.
Agility	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Works in a changing environment and takes initiative to change: <ul style="list-style-type: none"> <li>• Takes opportunities to improve work processes</li> <li>• Anticipates and adjusts behaviour to change</li> <li>• Remains optimistic, calm and composed in stressful situations</li> <li>• Seeks advice and support to change appropriately</li> <li>• Works creatively within guidelines</li> </ul>	Position duties will vary often. Some periods will be strictly office based while others will require extensive travel. Ability to adapt between job duties and manage fluctuating workloads is required for successful position management.

## Benchmarks

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

## Assign

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

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Employee Name

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Date yyyy-mm-dd

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Employee Signature

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Supervisor / Manager Name

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Date yyyy-mm-dd

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Supervisor / Manager Signature

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Director / Executive Director Name

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Date yyyy-mm-dd

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Director / Executive Director Signature