

## Update

Ministry

Executive Council

### Describe: Basic Job Details

#### Position

Position ID

[Redacted]

Position Name (30 characters)

Director, Alberta UAE Office

Current Class

Senior Manager (Zone 2)

Job Focus

Operations/Program

Supervisory Level

01 - Yes Supervisory

Agency (ministry) code

[Redacted]

Cost Centre

[Redacted]

Program Code: (enter if required)

[Redacted]

#### Employee

Employee Name (or Vacant)

Vacant

#### Organizational Structure

Division, Branch/Unit

International Relations

☐ Current organizational chart attached?

Supervisor's Position Name (30 characters)

MD, Europe, Mid East & Africa

Supervisor's Current Class

Executive Manager 1

### Design: Identify Job Duties and Value

#### Changes Since Last Reviewed

Date yyyy-mm-dd

2025-01-31

Responsibilities Added:

None

Responsibilities Removed:

None

#### Job Purpose and Organizational Context

Why the job exists:

The Alberta International Offices (AIO) play a vital role in strengthening Alberta's presence around the world by developing global business relationships to promote and facilitate investment attraction and increased trade from key priority regions and supporting advocacy efforts to advance Alberta's economic interests in key markets. The Government of Alberta (GoA) currently operates international offices in various locations in North America, the Indo

Pacific, and the Europe/Middle East region. AIOs play a key role in delivering programming and services in support of the GoA's priorities in international markets, to attract investment to the province, to bolster market access for Alberta's products and services, and to advocate for Alberta's interests internationally. They work on behalf of Albertans and in partnership with GoA ministries that share international objectives.

Working within this context this position is the lead representative for Alberta's advocacy, trade, talent attraction and innovation cooperation in the United Arab Emirates (UAE) and the wider Middle East and North Africa region (MENA). The UAE has a diversity of opportunities for Alberta, including shared priorities in oil and gas production, emissions reduction, clean technology, agriculture, life sciences, transportation and logistics. The Alberta government is committed to deliver opportunities for Alberta's cornerstone industries - oil and gas, and agri-food - and provide market intelligence and support for other key sectors to expand trade and attract investment from the region. To advance this, Alberta has a co-located office within the Embassy of Canada in Abu Dhabi to promote economic relations and advance market access across the UAE and MENA.

The Director position is based out of Abu Dhabi with frequent travel throughout the region. This position is a temporary (long-term) international assignment typically lasting four years in length. Relocation support is provided to individuals in this position, as well as their accompanying dependents, unless hired within market. An international posting is considered a unique assignment and as such can provide an excellent career development opportunity for the incumbent.

This position is responsible to the Managing Director, Europe, Middle East and Africa (based in the United Kingdom), and works in close coordination with many ministries across the Government of Alberta, including Executive Council. The position develops and leads the implementation of strategies to advance the Government of Alberta's priorities in the UAE and MENA. It works closely with representatives from investment attraction stakeholders such as Invest Alberta Corporation. To be effective, this position must build and deepen a strategic network of key contacts in the UAE and MENA, to facilitate engagement and a flow of timely information to effectively support the Government of Alberta's objectives in the region. Operational management of the office, development of strategies and market intelligence, and delivery of specific programs that advance Alberta's market access and investment attraction priorities and commercial engagement are all key responsibilities of the position.

Incumbent must be a Canadian citizen.

## **Responsibilities**

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

- Leadership and direction are provided to administrative and professional staff to ensure effective delivery of the AIO program, which includes: the hiring and management of locally engaged staff (LES); provide insights and awareness of Alberta to the team members; lead and manage the strategic/operational/individual planning for the office, conduct performance reviews and learning account and training needs of LES.
- Development and management of an office budget and forecasts.
- Development and management of strategic and operational plans for the Alberta Abu Dhabi Office.
- Establish networks of provincial/federal/sector stakeholders to collaborate, cooperate and share information, contacts, resources and plans.
- Build awareness and understanding of Alberta as an excellent location to live and conduct business, and as an excellent tourism destination by: developing intergovernmental and business relations with key decision-makers; representing the province at key promotional events; working with local media; and implementing and supporting key marketing initiatives including social media.
- Increase Alberta exports to market by: gathering general and sector-specific market opportunities and intelligence; establishing and managing relationships with potential partners and clients; gathering competitive intelligence; and providing introductions of potential clients to Alberta companies.
- Identify and address advocacy opportunities and challenges; develop strategies and plans; and ensure coordinated approaches to Alberta government messaging and communication strategies.
- Support the initiatives and objectives of the Alberta Government by working closely and collaboratively with

multiple ministries on: gathering and disseminating information and market intelligence on agreed upon sectors of priority; knowledge of trends and opportunities in the local economy (including foreign policy initiatives), establishing local contacts; providing introductions and logistical support for inbound missions.

- Develop and maintain collaborative and consultative relationships and networks with senior representatives of the ministry, other Alberta ministries, foreign governments, the private sector and stakeholder organizations with interests in the UAE and MENA to facilitate proactive identification of and responses to opportunities to advance Alberta's interests, gather market intelligence, and promote services and programs.

## Problem Solving

Typical problems solved:

Reporting to the Managing Director, Europe, Middle East and Africa, this position is responsible for ensuring that the Alberta government and economy are well represented in the UAE and MENA and ensuring that timely information and resources are available to both government and non-government stakeholders when engaging in the region. The Director manages issues and solves problems for the Alberta Abu Dhabi Office and for the development and delivery of initiatives and programs in the UAE and MENA.

The position has limited human and financial resources to rely upon and therefore must work closely with partners to achieve common objectives. The position must also understand and consider political ramifications when developing strategy and business plans for the market.

Operations and administrative responsibilities will be guided by both federal and provincial regulations and legislation. This position collaborates with the Managing Director, Europe, Middle East and Africa, to create and implement staff development initiatives, recruitment and retention strategies, and succession planning.

Types of guidance available for problem solving:

This position will work closely with the Managing Director, Europe, Middle East and Africa, other government officials, and industry connections in Alberta to ensure the effectiveness of the Alberta Abu Dhabi Office.

Professional judgment and diplomacy are essential given the often ambiguous, unprecedented and politically sensitive nature of international relations, operating within or in collaboration with the Embassy of Canada, advocacy, negotiation, investment, and trade issues dealt with, and the often conflicting perspectives, requirements and priorities of various clients and stakeholders.

Significant interpretative, evaluative, and developmental thinking is required along with the ability to understand complex international and cross-cultural relationships and facilitate decision making processes involving key stakeholders and decision makers.

Direct or indirect impacts of decisions:

The position is responsible and accountable for day to day interactions within the Alberta Abu Dhabi Office, and the office's interactions with ministry colleagues. Decisions impact opportunities for businesses, and relationships with stakeholders which may impact Alberta's economic interests.

The Director, Alberta Abu Dhabi Office makes decisions that directly impact the operation of the office, the success of initiatives and programs in the UAE and MENA and the development and maintenance of key strategic relationships.

## Key Relationships

Major stakeholders and purpose of interactions:

The Director is Alberta's representative in the local market. They will connect regularly with the Managing Director, Europe, Middle East and Africa, liaise with Alberta companies and foreign clients/stakeholders to successfully implement initiatives and priorities along with providing information and market intelligence on trade opportunities for Alberta businesses and investment opportunities into Alberta.

## Internal (DAILY/WEEKLY/MONTHLY)

Deputy Minister, Assistant Deputy Minister, and their offices

Managing Director, Europe, Middle East and Africa (working out of the Alberta United Kingdom Office)  
 International Relations division staff  
 AIO Locally Engaged Staff  
 Senior representatives and division staff of other departments (i.e. Jobs, Economy and Trade, Energy and Minerals, Agriculture and Irrigation, Treasury Board and Finance, Environment and Protected Areas, Education, Advanced Education) including the Minister, Deputy Minister, and their offices.  
 Elected Officials  
 Premier and Premier's office  
 Minister and their office

As required, the Director supports incoming premier and ministerial visits to the market. The Director collaborates with other departments to advance the interests of Alberta, and develop and support integrated service delivery using the shared ideas from diverse levels of government, vested interest groups, and key stakeholders.

The Director liaises with the Managing Director, Europe, Middle East and Africa to implement the department's initiatives and priorities in the UAE and MENA. The Director also works with department staff to facilitate incoming and outgoing missions, networking events, trades shows, and other business introduction events.

#### External (DAILY)

Foreign and Alberta based business representatives, industry organizations, councils, companies, and associations associated with targeted industry sectors  
 Elected / senior government officials in market  
 Canadian ambassadors / diplomats / foreign affairs officials  
 Representatives of federal government departments and peers in other jurisdictions  
 Canadian Ministers and MPs  
 Alberta MLAs

#### Required Education, Experience and Technical Competencies

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

If other, specify:

Equivalencies will be considered for a combination of relevant experience and other education credentials

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

The ideal candidate will have extensive experience in a job that relies heavily on networking, experience working independently to drive outcomes, and experience in policy advocacy. Knowledge of the UAE and MENA markets, or international export development is considered an asset.

#### **KNOWLEDGE**

- Strong knowledge of Alberta, Canada, UAE and MENA government policies and processes.
- Broad knowledge of Alberta including economic, political and social issues.
- Knowledge of international and intergovernmental relations.
- Expert knowledge of market economic, political and social conditions and trends.
- Fully functional in English. Arabic or French are considered assets.
- Cultural norms/differences in doing business in the UAE and MENA.
- Alberta's priority industry value propositions for investors and opportunities for Alberta companies to expand their markets into the UAE and MENA.
- Advocacy priorities and key messaging for Alberta related to the UAE and MENA.
- In-market government and industry contacts and networks.

#### **EXPERIENCE**

- Highly developed relationship building capabilities and communication skills are required to manage frequent contact with officials and senior staff from public and private sector organizations.
- Significant experience in international business and marketing.
- Strong leadership experience managing diverse cultural backgrounds and operating remotely.
- Establishing and maintaining business-to-business relationships (joint ventures, partnering, strategic alliances,

etc).

- Experience in working with domestic and international stakeholders and government officials.
- Developing market intelligence and strategic information methods and networking.
- Strong project management and organizational skills, including a proven ability to apply systems thinking to complex issues.
- Using social media tools for promotion and/or to generate new business opportunities.

### **LEADERSHIP:**

The Director requires solid leadership skills to develop, coordinate, and manage the activities, strategies, and programs of the office. Interpersonal and communication skills are essential as the position leads the locally engaged staff, works closely with senior management in Executive Council, other Alberta officials as well as representatives from the Government of Canada. The individual must possess strong diplomacy skills as they will be called upon to represent the province at senior political, business and social levels. Diplomacy skills are also required when responding to, or dealing with sensitive and controversial matters.

Other skills include:

- Strategic thinking: with regard to identifying issues and opportunities and developing action plans.
- Strategic planning - short, medium and long term.
- Well developed, practical intergovernmental know-how and astuteness in implementing key processes and negotiating strategies.
- Relationship building - Managing client and stakeholder relationships and advancing business development objectives.
- Exceptional verbal, written, listening and interpersonal communication skills.
- Demonstrated ability to motivate, influence and negotiate with people to resolve issues and balance client and organizational needs.
- Demonstrated ability to take a strategic approach on opportunities for innovation and find creative solutions to issues.
- Proven ability as a team leader with a commitment to create, support and sustain an environment that enables staff to achieve results and to develop and build organizational capacity for the future.
- Proactive problem solving and decision making abilities.
- Demonstrated ability to recognize and reward staff achievements.
- Self motivation and high energy and personal commitment to developing solutions and linkages between foreign representatives and Alberta clients.
- Project management experience in coordination and delivery of complex programs with multiple partners, stakeholders and clients.
- Monitoring-ongoing assessment of progress towards achieving office targets and understanding of performance objectives related to the work of the office.
- Demonstrating a highly collaborative approach when reaching decisions and achieving outcomes, both within the ministry and government and when consulting and communicating with senior client and stakeholder representatives.

### **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: • Uses wide range of techniques to break down problems • Allows others to think creatively and voice ideas • Brings the right people	Director is expected to think creatively to solve problems as they arise, particularly related to ongoing programming.

		together to solve issues • Identifies new solutions for the organization	
Agility	○ ○ ● ○ ○	Identifies and manages required change and the associated risks: • 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	Director is expected to be able to respond to changing circumstances or new and emerging issues. The Director needs to be flexible and able to operate in an environment where clarity may not be readily available.
Develop Networks	○ ○ ○ ● ○	Makes working with a wide range of parties an imperative: • Creates impactful relationships with the right people • Ensures needs of varying groups are represented • Goes beyond to meet stakeholder needs • Ensures all needs are heard and understood	This position is expected to interact with a wide variety of stakeholders and build relationships to further Alberta's international objectives.
Drive for Results	○ ○ ○ ● ○	Works to remove barriers to outcomes, sticking to principles: • Forecasts and proactively addresses project challenges • Removes barriers to collaboration and achievement of outcomes • Upholds principles and confronts problems directly • Considers complex factors and aligns solutions with broader organization mission	This position is expected to drive meaningful outcomes with respect to Alberta's trade, investment and advocacy interests.
Systems Thinking	○ ○ ○ ● ○	Integrates broader context into planning: • Plans for how current situation is affected by	This position needs to be mindful of how new or emerging issues or trends can impact their work, as

		broader trends <ul style="list-style-type: none"> <li>• Integrates issues, political environment and risks when considering possible actions</li> <li>• Supports organization vision and goals through strategy</li> <li>• Addresses behaviours that challenge progress</li> </ul>	well as changing political circumstances.
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## Benchmarks

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

Director, Alberta Korea Office  
Director, Alberta Tokyo Office

## 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.