

Update

Ministry

Communications and Public Engagement

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Director, Media Outreach and Supports

Current Class

Senior Manager (Zone 2)

Job Focus

Corporate Services

Supervisory Level

01 - Yes Supervisory

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

SCS/PAC/Media and Event Supports

 Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

ED, Planning and Coordination

Supervisor's Current Class

Executive Manager 1

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

2026-01-16

Responsibilities Added:

- New job title
- Adds oversight of national and strategic international media market outreach in the media relations team
- Adds supporting media coverage metrics and analysis

Responsibilities Removed:

Job Purpose and Organizational Context

Why the job exists:

The Director implements government-wide media relations, outreach and support activity aligned with government priorities and the corporate communications plan for both Premier's Office and Communications and Public Engagement (CPE) communications branches. The Director oversees media outreach in rural Alberta, multicultural, urban Alberta, specialty publications, national and international media markets, as well as the delivery of event supports, including: event specialist supports for Premier's external events, ministerial media events (in Calgary market), audio visual supports for government media avails, and translation services.

Responsibilities

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

Media Outreach team

Leads and provides strategic direction to the media outreach team:

- Provides media support advice and outreach (working with press secretaries, branch communications directors, Alberta's international offices, and Premier's Office), provides input into branch communications plans, and creates media outreach plans aligned with corporate communications plan and GOA strategic markets for multicultural, Alberta rural and urban media outlets, specialty publications, national and international media
- Provide oversight on the delivery of media relations supports including roundtables, setting up one-on-one interviews, multicultural media scanning, multicultural media environmental scans, etc.
- Provide oversight of translation services, including government news releases, advertising, and communications material to reach broader Alberta and international audiences
- Support corporate communications plan measurement, including media coverage metrics and analysis and provide recommendations for continuous improvement

Events Supports and Delivery team

Leads and provides strategic direction to the events supports team:

- Provides event specialist services to Premier's Office for both government and third-party activities
- Works closely on event delivery resources and supports coordination with Premier's Office events staff, including sharing best practices
- Provide event specialist services and event advancing to department communications branches for activities in southern Alberta, particularly in Calgary
- Provides media event support services, including video, livestream, reporter dial-in, and AV to communications branches for all announcements

Implements operational policies and systems:

- Leads and monitors performance standards to ensure the team operates effectively and that high professional standards and ethics are maintained
- Leads/oversees and reports on contracted services and manages procurement processes for specific services (i.e. AV contractor, teleconference services, translations, etc.)
- Manages the branch in a cost-effective way, including managing overtime and expenses
- Leads equipment procurement and replacement for the AV and events teams and oversees that the AV equipment inventory/ evergreen equipment list is updated and annual purchase plan prepared for approval
- Oversees CPE fleet vehicle management

Oversees communications supports to Premier's Office and ministries:

- Maintains podium sign inventory/artwork files (on SharePoint with reporting documents)
- Maintains the embargo process documents and updates as necessary
- Ensures audio/visual and, as appropriate, photography support for government media avails (both CPE AV team and vendors), including livestream supports

Government and CPE Support for External Events:

- Leads/participates in teams that provide communications support during large events such as

emergencies (flood, fires), dignitary visits, state funerals, etc.

Problem Solving

Typical problems solved:

Strong analytical skills are required in order to pull together information in anticipation of the impact on department initiatives/actions. The Director is expected to be able to make recommendations on proactive event and media approaches and provide advice to support strategies that address issues with key stakeholders and/or communications with Albertans and alignment with government priorities. Within a digital news environment, a quick and accurate response to emerging, complex and evolving issues is expected.

Types of guidance available for problem solving:

The Director provides options and the best recommendation for media and event supports; with advice or direction from executive director.

Direct or indirect impacts of decisions:

Director decisions (related to media and event supports) influence and impact overall effectiveness of government communications, government reputation and how they contribute to overall communications planning and execution.

Key Relationships

Major stakeholders and purpose of interactions:

Premier's Office staff: supports for Premier activities and coordination/planning of upcoming government media briefings and media events; and third party activities (event specialist supports) through sharing best practices

CPE Leadership and Branch Communications Staff: provide information, input and activate resources for media plans, media briefings and avails

Alberta - Ottawa and Alberta - International offices

Required Education, Experience and Technical Competencies

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

If other, specify:

Degree or diploma in communications, public relations or a related field, at least eight years experience

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

- Communications planning and evaluation
- Issues management
- Media relations
- Written and verbal communication skills
- Project management skills
- Budgeting/financial reporting skills
- Leadership, influence, and motivation skills

Knowledge:

- Communications tools/products such as media relations
- Audio/visual technology knowledge (i.e. photography, audio, video, livestream, etc.)
- Political sensitivity, understanding of Alberta's political system, processes and government structure
- Understanding of CPE, communications planning and evaluation, stakeholder groups and familiarity with issues, trends and directions
- Freedom of Information and Protection of Privacy legislation, policies and procedures
- CPE standards, policies and procedures and government communications policy
- Technologically fluent

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level A B C D E	Level Definition	Examples of how this level best represents the job
Creative Problem Solving	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>	<p>Creates the environment for innovative problem solving:</p> <ul style="list-style-type: none"> • Generates new ways of thinking; ensures right questions are being asked about a problem • Eliminates barriers to creativity and innovation • Encourages a culture of innovation 	AV technology evolves quickly, as do service expectations - need to be able to quickly and creatively provide recommendations and solutions to meet the needs of the Premier's Office or Minister's Offices
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 	With events, the Director and team must remain flexible and be ready to pivot as needed. Looking at outside impacts proactively and having a plan B (when needed) in the back-pocket is important. Communicate clearly with the team when changes occur.
Drive for Results	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Works to remove barriers to outcomes, sticking to principles:</p> <ul style="list-style-type: none"> • 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 	Works with the team to develop an equipment procurement/replacement plan, that allows the branch to forecast annually for costs. Seeks solutions and collaborates with others in order to meet the demands of the project/client. When issues arise, address them in a timely manner.
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 	Geopolitical issues can affect our daily schedule, keeping an eye on outside influences assists with being able to pivot quickly.

		<ul style="list-style-type: none"> • Supports organization vision and goals through strategy • Addresses behaviours that challenge progress 	
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment 	Works with a variety of government representatives and offices to leverage positive local, national and international media coverage

Benchmarks

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

Director, Planning and Coordination (CPE - 50096305)

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.

Employee Name	Date yyyy-mm-dd	Employee Signature
Supervisor / Manager Name	Date yyyy-mm-dd	Supervisor / Manager Signature
Director / Executive Director Name	Date yyyy-mm-dd	Director / Executive Director Signature
ADM Name	Date yyyy-mm-dd	ADM Signature
DM Name	Date yyyy-mm-dd	DM Signature