

Update

Ministry

Affordability and Utilities

Describe: Basic Job Details

Position

Position ID

Position Name

Consumer Educ & Engage Spec

Current Class

Program Services 3

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

Supervisor's Position ID

Supervisor's Position Name

Manager, Consumer Education

Supervisor's Current Class

Manager (Zone 2)

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

2025-01-27

Responsibilities Added:

Updated to reflect current ministry and branch.

Responsibilities Removed:

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, natural gas and water consumers.

Reporting to the Manager, Consumer Education and Awareness, the Consumer Education and Engagement Specialist is responsible for supporting the UCA in connecting with its target audiences through effective

education and public engagement practices. Working within the parameters of a Consumer Education and Awareness Program (CEAP), the position will contribute to and support a CEAP stakeholder engagement plan. The position will ensure that the plan, associated products and activities closely align with, and support, the direction and goals of the CEAP as a whole.

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 develop and deliver workshops and presentations. The position assists in identifying and responding to issues faced by electricity and natural gas consumers by initiating, developing and delivering educational programs, publications, web content and other resources that empower these consumers.

The position provides advice to UCA manager and staff on best practices in stakeholder engagement and public awareness processes and developments.

The work of the position equips consumers to make informed decisions- knowing rights and options when it comes to utilities.

Responsibilities

1. Contributes to the development, execution and ongoing growth of the UCA's public education and engagement plans to support the objectives outlined in the UCA's Consumer Education and Awareness Program including:
 - researching and identifying engagement and outreach opportunities;
 - developing relationships with stakeholder organizations;
 - developing and delivering dynamic and engaging public presentations, workshops and webinars, for a diverse range of audiences and stakeholder groups; and
 - ensures presentations and other products align with UCA visual identity and Alberta Government brand.
2. Working in close collaboration with Consumer Education and Awareness team and other UCA staff to research, write and edit consumer education resources and tools, such as presentations, digital, web and social media content, fact sheets, tip sheets, brochures, or postcards.
3. Researches, provides advice on, and utilizes best practices in consumer education, stakeholder engagement, innovative presentation techniques to support the direction of the UCA.
4. 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.
5. Monitors, measures and reports on success of consumer education and engagement activities including:
 - analyzing data to identify trends and frequently asked questions to identify areas of public concern; and,
 - adapts approach and plans accordingly.
6. Builds relationships outside agencies and within Government including:
 - responding directly to consumers throughout the province and beyond on a wide variety of UCA subjects;
 - providing courteous, timely and accurate information and advice on Alberta's electricity and natural gas retailers and markets across a variety of topics such as available retailers,

contracts, regulated retailers and navigating the UCA website;

- providing appropriate referrals to other government departments and outside agencies when the inquiry does not fall within the UCA mandate, or when consumers should be redirected to the UCA mediation team; and
- engaging online and in person with stakeholders.

7. Supports diverse engagement activities including:

- ability to work at trade shows and other events to provide information to consumers;
- ability to work out of town for up to four days;
- schedule flexibility that may include evenings, weekends or overtime;
- being able to work independently;
- extended periods of standing and lifting up to 30 lbs; and
- having a valid driver's license.

Problem Solving

Typical problems solved:

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

- knowledge of consumer issues, the utilities industry policies, practices and regulations;
- consumer rights and responsibilities with respect to natural gas and electricity providers; and,
- changes to policies, procedures and existing protocol where appropriate.

Position requires creative thinking and communication skills including:

- assisting consumers with problems or concerns;
- providing information and advice quickly and accurately;
- ability to disseminate complex matters in a simple and understandable fashion; and,
- adapting 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 with short notice.

Types of guidance available for problem solving:

Communication and consultation with teammates to problem solve and manager is available for complex issues and guidance.

Direct or indirect impacts of decisions:

Education and Engagement Specialist needs to maintain positive relationships and reputation 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. Education and engagement supports exchange of information, building shared understanding and informs the regulatory team in proceedings.

Required Education, Experience and Technical Competencies

Education Level

Bachelor's Degree (4 year)

Focus/Major

Education

2nd Major/Minor if applicable

Arts

Designation

If other, specify:

Directly related education or experience considered on the basis of: 1 year of ed. for 1 year of exp.

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 interacting with a variety of stakeholders representing diverse interests and perspectives.
- Experience in developing public education and engagement plans, writing reports and plans.
- Experience engaging with consumers such as working at trade shows or making public presentations.
- Experience managing tight timelines and multiple requests, balancing individual contributions with content best-practices, and brand and messaging consistency.
- Schedule flexibility including being able to work evenings and weekends.
- Class 5 Driver's License is required.
- Be able to work independently for long periods of time.
- Extended periods of standing and lifting up to 30 lbs is required.
- Experience with customer service and front-line service is an asset.

Behavioral Competencies

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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices 	Has the ability to provide solution-focused strategies and leverage collaborative opportunities to solve issues as they arise.
Systems Thinking	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Considers inter-relationships and emerging trends to attain goals:</p> <ul style="list-style-type: none"> • Seeks insight on implications of different options • Analyzes long-term outcomes, focus on goals 	<p>Has the ability to explain how the different parts of government work together to form answers.</p> <p>Has the ability to synthesize information to support the integration of systems to develop and inform vision, goals and</p>

		and values • Identifies unintended consequences	actions.
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: • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines	Has the ability to anticipate and understand changing environments, changing scopes/requirements and to adjust project plans and actions. Able to adjust messaging to make it accessible for various audiences.
Develop Networks	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Leverages relationships to build input and perspective: • Looks broadly to engage stakeholders • Open to perspectives towards long-term goals • Actively seeks input into change initiatives • Maintains stakeholder relationships	Works with a diverse range of stakeholder groups and must be able to develop collaborative relationships.