

**TITLE: COMMUNICATIONS ADVISOR**
**CLASSIFICATION: PROGRAM SERVICES 3**
**ORGANIZATIONAL CONTEXT**

The Communications and Public Engagement Office, more commonly known as CPE, is the Government of Alberta's consolidated communications agency. It provides communications services to all government departments through its central offices in Calgary and Edmonton and branches embedded within government departments.

**JOB OVERVIEW**

Under the direction of the Communications Director and/or Assistant Communications Director provides communications counsel and communications support to management in assigned program areas, based on the branch business plan, to support the ministry.

- develops, implements and monitors communications strategies for both internal and external audiences
- Advice and direction is received from communications branch management throughout the communications planning process
- provides communications counsel to clients
- participates in cross-department and ministry communication committees as needed

Uses media relations to ensure that key messages are consistent, clear and easily understood by the general public.

- monitors media coverage
- writes, coordinates and distributes news releases, information bulletins and media information
- provides advice to clients on media relations skills
- acts as a first point of contact with the media and provides information to the media. Contentious or complex media inquiries are referred to senior staff within the communications branch or ministry
- looks for opportunities to proactively profile department programs and initiatives through media relations efforts

Provides communication writing support for information materials for internal and external audiences.

- plans, coordinates, writes and edits a number of strategic communications materials including: news releases, information bulletins, media notices, letters, briefings, brochures, reports, speeches, presentations, newsletters and other publications
- develops content for the web (intranet and internet), monitors web trends and opportunities (i.e.: social media) and provides communications counsel to clients in using the web effectively as a communications tool
- ensures all materials are written in plain language and in the appropriate format (i.e.: CP Style, writing for the web)

Helps support department public consultation/engagement initiatives

- helps develop tools for public consultation and engagement
- provides communications assistance through the consultation process

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Co-ordinates graphic design and promotional material production as required ensuring government guidelines and standards are met.

- provides design and production advice and counsel
- co-ordinates production with contract staff, suppliers, printers and advertising agencies directly and through Communications and Public Engagement Outreach team
- ensures timely quality products within budget

Responsible for event management for both internal and external events.

- manages project, timelines, strategy, budget and evaluation
- organizes logistics, including venue, presentation materials, multimedia, collateral materials, catering services and media relation

## ACCOUNTABILITIES

- contributes to the success of the department's communication with primary clients and key audiences.
- supports cross-government initiatives as well as cross sector.
- supports the branch, ministry and CPE business plan.
- provides communication consultation for both short and long term on-going functions and initiatives.
- acts as technical expert in production and writing of communications materials
- works closely with Communications Director, Assistant Communications Director and Communication Advisors

### Optional Ministry Specific Accountabilities:

Placement for these roles is between the 21 branches that support the current government ministries, split between economic and social portfolios.

## JOB REQUIREMENTS

- knowledge of communications planning
- media relations skills
- critical thinking and problem solving skills
- research, writing and editing skills
- knowledge and understanding of the web as a communications medium
- knowledge of public consultation and engagement
- knowledge of Canadian Press style guides
- knowledge of Minister's style guide for correspondence
- consulting skills
- creativity
- project management skills
- knowledge of advertising design, placement and GoA advertising policy, GoA Communications Policy and GoA Website Standards
- understanding of graphic design and print production techniques
- knowledge of Government of Alberta visual identity guidelines
- operating knowledge of information and communications technology and electronic production
- computer skills
- strong interpersonal skills
- organizational skills
- ability to work as team player with minimal supervision
- knowledge of how government works (bills, orders in council, standing policy committees etc.)
- knowledge of department and Communications and Public Engagement policies and procedures, regulations, legislation and core business

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- knowledge of Freedom of Information and Protection of Privacy (FOIP) legislation, policies and procedures
- degree or diploma in public relations, communications, journalism or a related discipline

## BEHAVIOURAL COMPETENCIES

- Creative Problem Solving
  - Asks questions to get to the root issues and generate deep understanding and new ways of thinking about an issue. Ensures that the right questions are being asked about the right problem.
  - Eliminates barriers that stifle creativity and innovation (e.g. bureaucracy, traditional thinking/structure).
  - Actively encourages a culture of innovation and imaginative thinking. Challenges self and others to expand their thinking.
- Build Collaborative Environments
  - Involves key stakeholders in the diagnosis of problems and in developing solutions to effectively transfer knowledge inside and outside the APS. Proactively shares resources with other groups.
  - Anticipates and takes action to reduce and resolve conflict at the outset, by encouraging on-going open two-way communication among all stakeholders and groups.
  - Uses own enthusiasm and commitment to higher-level goals to motivate and guide others to achieve results.
  - Promotes collaboration and positive relationships (even in challenging circumstances) within and across groups and builds commitment to reach desired results.
- Develop Networks
  - looks broadly inside and outside the APS to identify key stakeholders. Actively engages them early and ensures their voice is heard and their concerns are acknowledged.
  - Makes an effort to have informal or casual contact with a range of colleagues, clients and stakeholders.
  - Considers how changes might impact colleagues, clients and stakeholders, and actively seeks their input and/or involvement regarding those changes.
  - Communicates regularly with stakeholders, setting up opportunities for mutual sharing of information. Maintains relationships even when no specific project/initiative is underway.
- Systems Thinking
  - Considers and plans for how current policies, processes and methods might be affected in the short, medium, and long-term by broader trends.
  - Integrates in-depth knowledge of underlying issues, the political environment and potential risks when considering possible opportunities or actions.
  - Creates strategy that supports the government's vision and the department's goals.
  - Identifies system behaviours that challenge progress and creates plans to address them.
- Agility
  - Creates opportunities for improvement, recognizing the importance of timing and being prepared to take action when appropriate.
  - Maintains awareness of changing organizational priorities and proactively shifts strategic focus and activities as appropriate.
  - Consistently takes action and remains objective under pressure by making well-thought through decisions when there are competing and ambiguous priorities. Supports others in managing their emotions.
  - Proactively explains how anticipated changes will affect individuals' roles or positions. Integrates the change clearly within existing work/projects
  - Champions a plan of action and finds ways to overcome or remove barriers. Anticipates, evaluates and proactively addresses organizational barriers to agility.

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- Quickly reads a situation, gaining an understanding of individual and environmental drivers. Articulates a meaningful vision and directions, and is prepared to switch direction if required. Establishes a culture of reallocation and adjustment as required. Allocates resources strategically and transparently.
- **Develop Self and Others**
  - shares learning experiences with others and works with team to create a plan on how learning can be applied more broadly within the group.
  - creates a safe environment where learning is considered a shared experience and where people can continue to develop new skills.
  - consults with individuals to reflect on experiences as learning opportunities and ensure delegation of appropriate and helpful assignments (e.g. cross-functional group participation).

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