TITLE: DIRECTOR OF COMMUNICATIONS   **CLASSIFICATION: M42Z2**

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

The Communications Director provides leadership and strategic direction for the delivery of comprehensive communications services to the ministry. The Director is responsible for the development and execution of department and, where appropriate, cross-ministry strategies to raise public awareness of programs and policies to meet the information needs of Albertans.

The Communications Director reports to the Deputy Minister and provides communications support and advice to the Minister's Office. As a member of the ministry executive team, the position contributes to the overall planning and strategic direction for the ministry. The Director provides a big picture perspective to department communications planning and coordinates multiple projects and strategies to ensure consistency within the department and with cross-government initiatives.

The Director actively participates in and supports cross-government communications coordination activities. The Director participates in cross-government communication planning meetings, ensures departmental communications align with the Government of Alberta Communications Policy, supports the implementation of government-wide communications strategies, and provides accurate and timely information to support the communications coordination activities of the Cabinet Operations Committee, Premier's Communications and Communications and Public Engagement. The Director also provides communications support during public emergencies.

ACCOUNTABILITIES

Directs and promotes public awareness of the ministry's programs and policies to meet the information needs of Albertans

- Provides expert level communications advice to the Minister, Deputy Minister and other ministry executive team members
- As part of the ministry executive team, contributes to ministry policy and decision-making from a communications perspective
- Develops, oversees, and implements ministry strategic communication plans
- Coordinates communications activities with other ministries for a government-wide perspective

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Provides media relations and issues management support to the Minister, Deputy Minister, Press Secretary, executive team and other ministry staff

- Acts as media spokesperson
- Provides advice and guidance to other spokespeople who will be speaking to the media and for media events
- Provides opportunities and strategies to ensure the media relations activities are carried out effectively
- Oversees corporate internal communications support to the ministry.
- Support the Executive Director, Internal Communications in transforming how we communicate throughout the Alberta Public Service
- Provides expert level communications advice to the Minister, Deputy Minister, and other ministry executive team members
- Develops, oversees, and implements internal corporate communication plans
- Ensures the timely and appropriate preparation of print and electronic corporate internal communications materials

Ensures the timely and appropriate preparation of print and electronic communications materials such as news releases, speeches, brochures, newsletters, videos and websites

- Gives overall direction on material expectations in terms of quantity, quality, timing
- Oversees deadlines and budgets
- Reviews final materials for quality, accuracy, timeliness and adherence to the GoA brand, style and visual identity guidelines

Working with other Communications Directors and Communications and Public Engagement staff, the Director plays a critical role in developing and implementing broad government communications strategy

- Contributes to cross-government communications planning, issues management and communications coordination activities
- Ensures departmental communications align with the Government of Alberta Communications Policy, and other relevant policies and procedures such as those for research, advertising and access to information
- Provides communications support during emergencies
- Leads or participates in teams that provide communications support during large events such as Royal Visits, sporting events, state funerals etc.

Develops partnerships and linkages with internal and external stakeholders to maintain their awareness of government initiatives and to provide ministry input.
Builds and maintains relationships with:

- Ministry Press Secretary and Chief of Staff
- Other ministry Communications Directors
- Cross-ministry colleagues and communications teams
- Communications and Public Engagement staff
- Media representatives
- Government officials
- Ministry stakeholders
- Advertising agencies/communications industry

Leads and directs a team of communications professionals and administrative staff

- Provides interpretation of strategic directions, and develops communications and implementation plans
- Guides the strategic communications planning process
- Oversees work of communications team
- Provides opportunities for development of the communications team

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Implements operational policies and systems
- Leads and monitors performance standards to ensure the communications branch operates effectively and that high professional standards and ethics are maintained
- Oversees the communications branch budget
- Allocates funding for specific activities including hiring, advertising, project resources, etc.

Oversees corporate internal communications support to the ministry.
- Support the Executive Director, Internal Communications in transforming how we communicate throughout the Alberta Public Service
- Provides expert level communications advice to the Minister, Deputy Minister, and other ministry executive team members
- Develops, oversees, and implements internal corporate communication plans
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Optional Ministry Specific Accountabilities:

The position leads a team of communications professionals which develops external and internal strategic communications plans and products in support of the ministry's objectives and government direction. The Director and team are the ministry's key resource for public and internal communications including: writing, media relations, crisis communications, issues management, communications planning, digital communications, advertising and publication of supporting communications materials. Coordination with other ministries is key.

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

JOB REQUIREMENTS
- Depth of knowledge of different communication tools and products such as media relations, social media, print and graphic design, advertising
- Exceptional communication skills to articulate department messages verbally and in writing to a broad and diverse audience
- Strong knowledge of the public consultation process
- Political sensitivity and understanding of Alberta political system, processes and government structure
- Understanding of the business of the department including knowledge of various stakeholder groups and familiarity with issues, trends and directions
- Knowledge of Freedom of Information and Protection of Privacy legislation, policies, and procedures
- Knowledge of Communications and Public Engagement standards, policies, and procedures and government communications policy
- Excellent project management skills
- Technologically fluent
- Budgeting and financial reporting skills
- Leadership and motivation skills
- Degree or diploma in communications, public relations, journalism, English or a related field and at least eight years related experience

BEHAVIOURAL COMPETENCIES

- Creative Problem Solving
  - Asks questions to get a deeper understanding of the present issue.
  - Looks for ways to improve activities and results by doing something that may be new and different in the organization
  - Explores different methods in how we complete our work, with a goal to achieving more efficient and effective outcomes.
  - Regularly reviews and debriefs on what made projects or actions successful. Shares learning with others and applies learning to other projects and actions.
  - Collects a breadth of data and a variety of perspectives to make a choice between potential solutions and evaluate how effective the solution will be.
  - Uses judgement to develop pros-and cons lists when evaluating alternatives considering the implications of proposed solutions.

- Drive for Results
  - Clarifies objectives and taps into a variety of available resources within the organization; ensuring that roles and contributions are clear. Sets performance standards and monitoring processes to ensure deviations from the plan are identified at an early stage.
  - Sets and accomplishes goals and priorities in order to deliver outcomes consistent with Government direction, departmental objectives and public expectations.
  - Openly acknowledges personal responsibility for outcomes, even when not all elements of a situation are within direct control but could have been managed through influence

- Build Collaborative Environments
  - Engages others to think broadly about impacts of projects, brings differing perspectives together and encourages debate. Works with others to identify and remove barriers.
  - Ensures communication is ongoing by setting up processes or structures that facilitate communication and collaboration.
  - 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.
  - Appropriately credits others who have made significant contributions to achieve results. Gets the talent of the groups recognized outside of the team.
  - Promotes collaboration and positive relationships (even in challenging circumstances) within and across groups and builds commitment to reach desired results.

- Develop Networks
  - Understands that stakeholder relationships are key to securing the success of initiatives. Seeks to understand the perspectives and needs of colleagues, clients and stakeholders.
  - Builds relationships by following through on commitments, demonstrating integrity, respect for others, and taking an interest in their work-related issues and activities.
  - Effectively helps and follows through on inquiries, requests, and concerns from colleagues, clients and stakeholders.
  - Informs key stakeholders of relevant information in a timely manner. Is aware of own impact on others and the impression being made through interactions. Is professional and respectful in all interactions.

- Systems Thinking
  - Considers the inter-relationships among different aspects of an approach including how they relate to other programs or areas. Considers emerging trends when contributing ideas to the development of broader priorities, strategies and approaches.
  - Seeks insight about the implications of different options from both a people and organizational perspective.

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- o Seeks information and analyzes long-term outcomes. Focuses on the goals and values in addition to the process.
- o Identifies unintended consequences of a plan.

- Agility
  - o Identifies alternative approaches or courses of action in unclear and complex situations. Supports others to identify, assess, and use alternative approaches.
  - o Proactively explains how anticipated change will affect work processes or structures in general.
  - o Anticipates obstacles to change and thinks ahead about next steps. Stays focused on goals despite pressure and stress. Proposes a clear rationale for change, offers alternative solution(s) and identifies the benefits
  - o Makes decisions and takes action even when there is not enough clarity to predict the consequences with certainty. Includes a back-up plan in case predictions are incorrect.
- Develop Self and Others
  - o Models continuous learning by designing a personal action plan in line with career goals. Proactively engages in own development using a variety of learning activities beyond formal training. Reflects on learning experiences and creates plan on how to apply to the work environment.
  - o Finds ways to leverage strengths through on the job assignments, career moves or further developing strengths through formal training, volunteers for "stretch" assignments and taking on increase responsibilities.
  - o Supports the development of others by providing specific, constructive, timely and regular feedback. Gives individualized suggestions for improvement. Contributes to team learning by initiating and contributing to group reflection and discussions. Uses this information to plan future activities and projects.
  - o Knows the people on their teams by connecting with and listening to them. Recognizes and values the diversity of knowledge, skills and abilities, making the best use of those talents. Encourages employees to own and be accountable for their personal development.

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