

Update

Ministry

Justice

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Director of Communication, Education and Engagement

Current Class

Job Focus

Supervisory Level

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

Alberta Human Rights Commission

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

2026-03-03

Responsibilities Added:

Added strategic planning as a specific accountability; results under this accountability include developing long-term department plan(s), standard procedures, and expert recommendations to the Chief of the Commission and Tribunals to support decision making.

Responsibilities Removed:

Content related to the Human Rights Education and Multiculturalism Fund.

Job Purpose and Organizational Context

Why the job exists:

Alberta's human rights legislation ensures that all Albertans have an equal opportunity to earn a living, find a place to live, and enjoy public services without experiencing discrimination. The *Alberta Human Rights Act* (the *Act*) establishes the Alberta Human Rights Commission (the Commission) as an independent Commission of the Government of Alberta (GoA) to carry out functions under the *Act*, with the Minister of Justice currently responsible for the Commission. The mandate of the Commission is to foster equality and reduce discrimination, with this mandate fulfilled through public education initiatives and adjudication of human rights complaints made under the *Act*.

The Commission consists of three separate and distinct areas, all reporting to the Chief of the Commission and Tribunals:

- Office of the Director of the Commission, accountable for resolving and settling human rights complaints;
- Tribunal Office, which mediates, hears, and decides on human rights complaints that are not settled by the Director of the Commission; and
- Communication, Education and Engagement, accountable for developing and implementing communication, education, and engagement strategies and initiatives.

The Director of Communication, Education and Engagement (CEE) provides strategic direction for communication, education, and engagement services, strategies, and initiatives at the Commission. This position is also accountable for developing clear, consistent, and accessible communication methods and approaches that enhance awareness of and trust in the Commission's services and work to serve Albertans.

This position also develops policies, provides expertise and advice to senior representatives and officials, and manages issues related to human rights, diversity, and multiculturalism that align with and advance the goals of the *Act*. The Director provides policy and issues management advice to the Chief of the Commission and Tribunals without creating bias or jeopardizing the independence of the Chief of the Commission and Tribunals or the Director of the Commission. The Director also contributes to and supports the development and implementation of strategic and operational plans across the Commission, in collaboration with the leadership team.

The Director collaborates with senior representatives of other ministries to coordinate the GoA's contributions to international human rights treaties and conventions, as well as ensures the GoA's interests and positions are represented in the areas of human rights and multiculturalism in federal, provincial, and territorial jurisdictions.

Through strong leadership to team members in Edmonton and Calgary, the Director plans and directs operations and resources to deliver outcomes and develop capacity, including guiding and mentoring team members as they contribute to achieving CEE's mandate. Reporting to the Chief of the Commission and Tribunals, the Director is an integral member of the Commission's leadership team and functions within the parameters of relevant legislation, regulations, and policies.

Responsibilities

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

1. Develop and deliver educational programs and initiatives that increase Albertans' understanding of human rights and diversity, promote an understanding and acceptance of and compliance with the *Act*, help prevent human rights problems, and facilitate the building of more inclusive organizations, workplaces and communities where everyone can participate without discrimination.

Activities:

- Directs research, development, and delivery of province-wide learning and development programs designed to eliminate discriminatory practices related to grounds outlined in the *Act*, including customized and public workshops, presentations, in-person and electronically delivered programs, and policy reviews.
- Plans and directs development of information and educational tools and resources, including publications targeted to various audiences and for posting on the Commission website, in electronic newsletters, and on Ministry and GoA websites, etc.
- Provides leadership to ensure that Commission education programs and services are effectively integrated and support the work of other areas of the Commission (e.g., the resolution, mediation, and adjudication of complaints)

and coordinated with other relevant public and private educational programs and activities.

2. Provide consultation, expertise, and resources to stakeholders to build their capacity to develop and deliver effective initiatives that counter racism and discrimination and support full participation of Albertans in the social, economic, and cultural life of the province.

Activities:

- Directs the development of specialized consultative and advisory services to community and public stakeholders that support them with developing and implementing community-based and organizational strategies to foster equality and reduce discrimination.
- Oversees research and development of resources to support stakeholders in building capacity to protect human rights and diversity.
- Plans and directs the dissemination of information and best-practice knowledge to stakeholders and develops innovative strategies to build welcoming and inclusive communities and workplaces that are free of discrimination.

3. Develop communication strategies and tactics that increase access to, visibility, and awareness of the Commission and its programs and services and that promote awareness, appreciation, and respect for human rights, diversity and multiculturalism.

Activities:

- Leads development, implementation, and evaluation of communication strategies and promotional initiatives to increase awareness of the Act, the Commission, and associated programs and services.
- Identifies barriers and develops and implements strategies to remove barriers that prevent Albertans from accessing the Commission's programs and services.
- Develops and leads ongoing comprehensive and cohesive internal and external communication strategies, plans, and frameworks to improve accessibility, consistency, and clarity of information being told about and by the Commission.
- Provides strategic oversight and guidance to ensure communication materials are clear, concise, and accessible to all audiences.
- Oversees internal communications support for organizational and department-level projects, including identifying and implementing creative communication strategies to enhance engagement and awareness.

4. Develop and maintain effective relationships across jurisdictions and sectors, including negotiating partnerships and collaborations with key stakeholders to advance the work of the Commission and goals of the Act.

Activities:

- Provides leadership in identifying and developing partnerships with key stakeholders to improve outreach to marginalized communities and key audiences.
- Facilitates coordinated efforts to identify key trends and issues involved in fostering equality, removing barriers, and reducing discrimination across multiple sectors.
- Encourages and facilitates collaborative strategies and coordinated human rights programs and activities across public, private, and community sectors to address complex, long-term work of reducing discrimination and racism.
- Oversees the development and execution of a measurable stakeholder engagement strategy that aligns with Commission strategic priorities.

5. Plan, direct, and evaluate operations of the CEE branch, actively participate in the Commission leadership team, and support the Chief of the Commission and Tribunals in ensuring the Commission fulfills its mandate.

Activities:

- Establishes priorities and deliverables, clarifies roles and responsibilities, develops and implements plans and goals, recruits staff members, oversees planning and delivery of services and operations, and reports on measurable outcomes for the CEE branch.
- Ensure area activity and outcomes fulfill the Commission's mandate pursuant to section 16 of the *Act*, align with Commission objectives and priorities, and demonstrate core values.
- Provides leadership and mentoring to staff members, manages performance and workload, and promotes continual improvement and capacity development within the area.
- Fosters atmosphere of creativity, innovation, professionalism and integrity among staff to ensure excellence in service delivery.
- Participates as a member of the Commission's leadership team, contributing to setting strategic priorities, operational planning, managing issues, developing and managing budgets, and monitoring and reviewing progress toward outcomes.

6. Provide the Chief of the Commission and Tribunals and other senior leaders with strategic options, analysis, and evidence-based advice, briefings, information materials, and recommendations pertaining to issues, opportunities, and challenges associated with current and emerging human rights issues.

Activities:

- Provides analysis, policy advice, and support to the Chief of the Commission and Tribunals and, through the Chief of the Commission and Tribunals, to the Minister without creating bias or jeopardizing the independence of the Chief of the Commission and Tribunals or the Director of the Commission responsible for complaint resolution/settlement.
- Directs research and analysis to provide input to and strengthen the Commission's policies and framework related to education and engagement.
- Oversees development of briefing materials, correspondence, public statements, and presentations for the Chief of the Commission and Tribunals.
- Oversees the Commission's liaising with the media, including monitoring and responding to media inquiries.

7. Initiate and develop collaborative and consultative relationships with senior representatives of other ministries, jurisdictions, and organizations that have interests in the *Act* and Commission.

Activities:

- Liaises with Federal/Provincial/Territorial (F/P/T) committees as required to provide Commission input and ensure the Commission's interests are represented, identify and respond to policy and program issues, and facilitate knowledge transfer.
- Represents the Commission on inter-departmental and cross-Ministry committees and initiatives.
- Liaises with municipalities, local governments, other departments, and civil society organizations on shared matters relating to human rights, diversity, and multiculturalism.

8. Develop strategic long-term department plans to drive efficiency, achieve operational and strategic goals, and prepare for and adapt to organizational changes and emerging needs in the human rights landscape.

Activities:

- Enhance strategic capacity and future planning by providing a big picture perspective to all CEE and organization-wide projects to ensure strategies and initiatives are integrated, aligned, and effective.
- Present data-driven and expert recommendations to the Chief of the Commission and Tribunals.
- Provide ongoing strategic analysis and evaluation to ensure ongoing goal alignment and efficient resource allocation.
- Develop standard procedures, training, and measures to sustain consistent best practices and build internal capacity.
- Collaborate with and support other senior leaders to determine operational and strategic goals, identify achievable

plans, and ensure initiatives align with overall strategic priorities.

Problem Solving

Typical problems solved:

The Director exercises significant judgment and innovation to lead the analysis and development of creative and informative communication, education, and engagement strategies, services, and programs relevant to the Commission's mandate. This work is particularly challenging due to the increasing complexity of human rights, diversity and multiculturalism issues, including the intersection of grounds; the continuously evolving nature of human rights case law; and the complexities of supporting effective social change across diverse sectors.

Human rights law can also be quite technical and complicated for the average person to understand. This can make the work of the Commission and the complaints process inaccessible to Albertans who would most benefit from this information. Presenting information in concise, plain language is vital to building awareness of and trust in the Commission with key audiences. The Director exercises critical thinking, judgment, problem solving, and evaluation skills to determine the appropriate balance of legal and plain language in all materials and resources to ensure maximum engagement and understanding for layperson Albertans.

This position is relied on to ensure that the Commission's CEE strategies and initiatives are integrated and aligned with other Commission services and coordinated with relevant Ministry and GoA programs and initiatives, as well as with other public and private human rights initiatives and programs. This requires superior analysis, reasoning, evaluation, judgment, strategic thinking, and problem-solving skills. Significant interpretative, evaluative, and developmental thinking is required, along with the ability to synthesize information from multiple sources, understand complex relationships, and influence decision-making processes involving stakeholders and senior decision-makers. Excellent professional judgment is required given the sensitive nature of information dealt with and the often conflicting perspectives, requirements, and priorities of partners and stakeholders.

Types of guidance available for problem solving:

The Director functions within the context of established statutes, policies, directives, and guidelines, with the Chief of the Commission and Tribunals clarifying broad goals and providing consultation as necessary. Within these parameters, this position has delegated extensive authority to determine approaches to accountabilities and provide leadership and direction to the CEE branch of the Commission.

Direct or indirect impacts of decisions:

Long-term direction for the Commission is determined by senior government officials, with relevant legislation, bylaws, policies, and frameworks providing broad parameters for operations. The work carried out is complex and affected significantly by political decisions; government strategic directions; social and economic trends; emerging case law; and priorities and expectations of stakeholders and the public.

The Director defines priorities and objectives, determines strategies, sets targets and measures for the area, and directs associated operations and resources to achieve established outcomes. As a key member of the Commission leadership team, this position contributes significantly to developing and supporting strategic and operational planning; defining and achieving Commission goals; developing and enhancing the Commission legislative framework and associated policies, guidelines, and standards at the provincial level; and enhancing understanding of, interest in, and capacity for human rights in Alberta.

Recipients of and participants in Commission education and engagement programs and services are better able to integrate human rights principles into their lives and work, prevent human rights problems from arising, and build more inclusive workplaces and communities.

This position provides strategic advice and expert recommendations to senior representatives and officials that could potentially significantly impact strategic decisions relating to sensitive and complex issues. Inappropriate recommendations, strategies, public statements, and media responses could result in reputational risk for the Minister, the Chief of the Commission and Tribunals, and the Commission, and could impact Commission and GoA goals with respect to fostering equality and reducing discrimination through public education initiatives.

Key Relationships

Major stakeholders and purpose of interactions:

Chief and Senior Leadership (daily): Collaborate with and provide strategic advice to ensure activities align with the Commission's mandate and priorities.

Commission staff (regular contact): Collaborate on all materials to ensure messaging is accurate, reflects program

context, and supports department objectives.

Minister's Office/Assistant Deputy Minister's Office (regular contact): Provide background information and expertise to maintain an accurate understanding of CEE activities and impact and to provide advice on major human rights issues and trends.

Other Communications Directors in the Ministry and other departments (regular contact): To exchange information about communication approaches and initiatives.

Community organizations and other key stakeholders (regular contact): The Director plays an important role in liaising with stakeholders to enhance engagement strategies, improve education resources, maintain their awareness of Commission activities, and build their capacity for supporting human rights.

Media (regular contact): Answer questions and present the Commission's position on human rights issues.

The public (regular contact): Provide vital and accessible human rights information to improve the public's understanding of their rights under the *Act*, what their options are if they have a complaint, and how they can uphold human rights in their own interactions.

Provincial and national human rights-related committees (monthly and as needed): Collaborate and share information about human rights issues; share Commission resources and expertise.

Required Education, Experience and Technical Competencies

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

If other, specify:

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

The Director requires broad and extensive knowledge of:

- current and emerging issues and trends in human rights, multiculturalism, and diversity in the context of Alberta, Canada, and internationally, as well as key human rights concepts
- demographic, economic, social, legal, and political trends and environments that impact the Commission's mandate and goals
- leadership and business principles, practices and approaches, including strategic and business planning, issues management, and consultation techniques
- financial and human resource planning, accountability, and outcome measurement principles and systems
- policy analysis and development methodologies and processes
- program development, delivery, and evaluation methodologies
- principles and methodologies related to community engagement, public consultation, systemic change, and digital marketing
- the stakeholder community affected by the Commission mandate, including relevant organizations, committees, advisory groups, and senior representatives

This position also requires:

- a degree in the social sciences, humanities, political science or other relevant area and at least eight years related experience at the leadership level
- exceptional strategic communication planning and issues management experience and skills
- proven experience leading the development and execution of strategic and tactical communication plans, including message development, stakeholder engagement, and reporting.
- strong project management experience
- knowledge of modern communication tools and tactics
- strong leadership and communication skills, with a proven ability to articulate clear and concise

messages to broad and diverse audiences

- demonstrated experience and advanced analytical skills in synthesizing diverse and broad information, anticipating the impact of department actions/initiatives, recommending proactive approaches, and developing strategies to address and mitigate issues

Experience being outcome and results focused, taking a broad-scale and long-term view in assessing options and implications of decisions, and focusing resources on achieving goals is also important.

The Director requires superior and demonstrated:

- strategic thinking skills to work within a broadly defined conceptual framework, identify innovation opportunities, and manage multiple issues and resolve complex problems
- interpersonal, facilitation, and stakeholder engagement skills to develop and maintain effective, open, and consultative relationships with stakeholders and the public
- ability to provide strategic communications advice to government officials, senior leaders, and all levels of audiences
- critical and problem-solving skills to analyze information and risks and make decisions in alignment with strategic and business plan goals
- verbal and written communication skills, including ability to develop and deliver presentations and messages to key decision-makers and the media, especially in circumstances that are emotional or controversial
- ability to motivate team members and adapt team dynamics and operations to build and optimize resources and capacity
- ability to translate and distill complex information into plain language for understanding by audiences of all types

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		
	<input type="radio"/>						

Benchmarks

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