

**New**

Ministry

**Describe: Basic Job Details****Position**

Position ID

Position Name (200 character maximum)

Requested 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

 Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

**Design: Identify Job Duties and Value****Job Purpose and Organizational Context**

Why the job exists:

**Responsibilities**

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

1. Provides communications writing support of information materials for both internal and external audiences:
  - gathers/verifies information from other divisions
  - ensures the ministry's position and appropriate programs' policies and procedures are accurately reflected
  - drafts news releases and a variety of other communications materials including content for the web

- researches programs and organizations for speeches and briefings for the Minister or Deputy Minister
- researches and prepares messages, and speeches/speaking notes
- coordinates news releases, information bulletins, media notices and may respond to basic media inquiries
- edits documents for style, format, content and readability
- develops materials for e-communications

2. Drafts communications plans and/or communications project plans.

- takes steps to acquire knowledge of how GoA works (legislative processes, etc.), GoA/department mandates and priorities and applies to day-to-day work
- researches audiences, program background and history, intent/objectives, desired results and key messages
- drafts communications strategies and other communication tools for approval by senior Communications Advisors or management
- acts as a liaison between the Director, Assistant Director, senior Communications Advisors and division contacts
- monitors media and compiles electronic clipping packages

3. Coordinates graphic design and promotional material production as required ensuring government guidelines and standards are met.

- works with client, designer and printer to produce materials that meet branch/GoA standards
- tracks revisions and status of materials

4. Assists with arrangements for special events, conferences, and displays or information booths.

- consults with clients, venue staff, printers, designers, etc. to arrange for the production of collateral communication materials and logistical details
- manages timelines and budget
- attends events, conferences etc. and provides logistical support and gives direction to others as required
- represents ministry at display booths and provides information

## Problem Solving

Typical problems solved:

- Determining appropriate formats, tone, and content for basic communications materials (e.g., news releases, web content, briefing notes) to meet client needs and align with ministry messaging.
- Clarifying incomplete or unclear information from program areas when drafting communications products.
- Prioritizing and organizing assigned tasks and timelines when supporting multiple projects or requests from senior communications staff.
- Resolving routine logistical and coordination issues related to events, materials production, or project delivery.
- Identifying and correcting issues in written materials related to accuracy, style, formatting, and readability.

Types of guidance available for problem solving:

- Established Government of Alberta communications policies, procedures, templates, and style guides (e.g., CP Style, web standards, visual identity guidelines).
- Clear direction and oversight from the Assistant Director, Director, and senior Communications Advisors, particularly for complex or sensitive work.
- Standardized processes and past examples of communications materials, plans, and projects.
- Ongoing coaching, feedback, and mentorship from senior communications professionals.
- Access to Information Act, Protection of Privacy Act and departmental policies

Direct or indirect impacts of decisions:

**Direct impacts:**

- Accuracy, clarity, and quality of communications materials produced.
- Timeliness and effectiveness of support provided to senior communications staff and clients.
- Coordination and delivery of communications products, events, and materials within established timelines.

**Indirect impacts:**

- Consistency of ministry messaging and adherence to government standards.
- Public and internal understanding of departmental programs and initiatives (through materials developed with senior staff).
- Efficiency and effectiveness of the communications team in delivering on branch priorities.

**Key Relationships**

Major stakeholders and purpose of interactions:

This position spends most of the time with other communications staff, including Directors, Assistant Directors and other CPE staff to discuss plans and projects. Position may, along with a more senior Communications Advisors, spend time in contact with division clients, including Assistant Deputy Ministers, to provide services and request information. Contact may occasionally take place with Deputy Ministers and Minister’s Office staff to provide guidance on issues and events.

There may be, in a developmental capacity, some contact with members of the media to respond to basic questions and handling issues. This position may direct outside vendors for events or production of communications materials.

**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:

University graduation in a related field; no experience required; or equivalent as described below. Directly related education or experience considered on the basis of:

- 1 year of education for 1 year of experience; or
- 1 year of experience for 1 year of education.

Note: For professional work related to Communications (e.g. Communications Advisor), a directly related diploma is considered equivalent to university graduation in a related field

- strong research, writing, editing and proofreading skills
- ability to write a variety of communications products (i.e. speeches, news releases, advertising, articles, briefing notes, website content)
- knowledge of Canadian Press Style Guides
- understanding of issues management
- understanding of communications planning
- ability to be creative in writing and communications planning
- consulting skills
- project management skills
- organizational skills
- computer skills
- Windows 95
- Microsoft Office
- Internet
- interpersonal 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 and advertising policy
- knowledge of Access to Information and Protection of Privacy legislation
- degree or diploma in public relations, communications, journalism or a related discipline

**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		
Develop Self and Others	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Seeks out learning and knowledge-sharing opportunities:</p> <ul style="list-style-type: none"> <li>• Reflects on performance and identifies development opportunities</li> <li>• Takes initiative to stay current</li> <li>• Shares with the team even when not asked</li> <li>• Actively coaches and mentors direct reports</li> </ul>	<ul style="list-style-type: none"> <li>- Seeks feedback from senior Communications Advisors on drafted materials (e.g., news releases, web content) and incorporates that feedback to improve writing and accuracy.</li> <li>- Takes initiative to build knowledge of communications tools and government processes (e.g., CP Style, intranet standards, communications planning) and shares templates or learnings with peers when applicable.</li> </ul>
Develop Networks	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Maintains collegial internal relationships and understands external network:</p> <ul style="list-style-type: none"> <li>• Seeks to understand perspectives and needs of others</li> <li>• Follows through, has integrity and respect for others</li> <li>• Helps and follows</li> </ul>	<ul style="list-style-type: none"> <li>- Builds working relationships with communications team members and program area contacts to gather information for communications materials and support project delivery.</li> <li>- Maintains respectful and professional</li> </ul>

		through <ul style="list-style-type: none"> <li>Keeps key stakeholders informed; is professional and respectful</li> </ul>	communication with clients and colleagues, following up on requests and providing updates on assigned tasks or deliverables.
Agility	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Understands need for change and manages own emotions: <ul style="list-style-type: none"> <li>Uses common sense and past experience to approach ambiguous problems</li> <li>Prevents emotions from affecting others negatively</li> <li>Looks for information on changes</li> <li>Open to new ideas and helping co-workers</li> </ul>	<ul style="list-style-type: none"> <li>Responds to shifting priorities by adjusting drafting assignments or project timelines under direction from senior staff.</li> <li>Remains open to feedback and adapts work quickly when messaging, content, or direction changes.</li> </ul>
Build Collaborative Environments	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Works in an open honest manner with colleagues: <ul style="list-style-type: none"> <li>Creates sharing opportunities</li> <li>Actively shares, accepts and listens to others</li> <li>Recognizes conflict, respects and discusses opinions openly</li> <li>Supports group even to learn from mistakes</li> <li>Recognizes differing interpretations</li> </ul>	<ul style="list-style-type: none"> <li>Works collaboratively with senior communications staff and team members to support development of communications products and projects.</li> <li>Shares information openly, asks questions to clarify expectations, and supports team efforts to meet deadlines and deliverables.</li> </ul>

**Benchmarks**

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

022PS73 - Communications Advisor