

Public (when completed)

Common Government

## New

Ministry

Arts, Culture and Status of Women

## Describe: Basic Job Details

## Position

Position ID

Position Name (30 characters)

Comms &amp; Marketing Coordinator

Requested Class

Program Services 1

Job Focus

Corporate Services

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

SWCCD, Arts Branch



Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Communications Consultant

Supervisor's Current Class

Program Services 4

## Design: Identify Job Duties and Value

## Job Purpose and Organizational Context

Why the job exists:

The Communications and Marketing Officer supports the corporate services provided to the Alberta Foundation for the Arts (AFA) by the Arts Services Unit of the Arts Branch. The officer provides tactical support for communications and marketing activities in support of key priorities set by the AFA and government. This position works collaboratively with other members of the arts services team to support delivery of programs and services including communications plans, marketing activities and engagement initiatives. Reporting to the Arts Services Consultant, Communications, the coordinator must work both independently and part of a team to help identify business needs, develop content and deliver on required work.

## Responsibilities

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

## 1. Assist with communication activities for the AFA.

- Assist with copy writing and editing for board materials, marketing materials and other written content.
- Monitor shared mailboxes and draft/advise on required responses.
- Assist with the development of the AFA Newswire and manage its distribution.

- Conduct media monitoring on a daily basis. Compile regular media/social media e-scans and distribute to relevant staff. Provide analysis and identify potential items or issues of interest.
2. Support the development and delivery of marketing activities for the AFA.
    - Develop marketing materials required to support activities including brochures, presentations, and other print and electronic communication needs.
    - Develop distribution plans to send information to target audiences and ensure quantities and materials are maintained and updated as required.
    - Support the development of marketing plans and strategies for AFA programs and services in order to achieve strategic priorities and desired outcomes.
  3. Assist with the implementation of website and digital media activities.
    - Develop daily/weekly social media schedules/plans and monitoring of social media channels. Assist with social media content development.
    - Compile website and social media analytics and reports.
    - Review news feed submissions; edit and publish relevant ones.
    - Review website on an ongoing basis and ensure content is accurate and up to date.
    - Assist with videography and content development.
  4. Support stakeholder engagement activities.
    - Development engagement plans including approach, timelines and logistical considerations.
    - Coordinate logistical requirements for engagement including booking venues, developing stakeholder lists, coordinating invitations and RSVPs, and sending followup communication.
    - Develop and maintain various stakeholder lists.
  5. Provide overall assistance to the Arts Services unit.
    - Support the development/maintenance of jurisdictional scans and sector data.
    - Conduct or support research projects and do data analysis on arts sector trends, practices or issues.
    - Provide logistical and technical support for AFA board meetings or other board support requirements.

## Problem Solving

Typical problems solved:

The Communications and Marketing Officer provides tactical support for the implementation of marketing and communications plans and strategies for the AFA and providing support to the Arts Services team on managing the workload and tasks associated with the work of the team. This includes specific assigned tasks as well as other work as required on a day-to-day basis. This position will be relied upon to bring skills and knowledge to the team to support the development and delivery programs and initiatives including making recommendations on approaches and activities that will assist in meeting strategic outcomes. The ability to manage multiple responsibilities and adapt to shifting priorities is essential in order to ensure delivery of effective and timely activities. This position requires a knowledge of communications planning, web communications, writing, editing, proofreading and research techniques. The ability to understand communications strategies and techniques is also key. The incumbent must also be able to interpret data and assess impact to inform recommendations related to service delivery and outcomes.

Types of guidance available for problem solving:

A high degree of independence is expected when carrying out tasks. Work is completed under limited supervision and requires an incumbent who is a self-starter and comfortable taking initiative on duties as assigned and that fall within the purview of the position. Overall direction and approval is provided by the

supervisor. Colleagues in the Arts Branch or other areas of the Ministry or government are available to provide support or advice. All responsibilities are performed in accordance with legislative, policy, and procedural guidelines applicable to branch/Government of Alberta services and programs; relevant team procedures and processes; and objectives established by the supervisor or Director.

Direct or indirect impacts of decisions:

The responsibilities of the position impact the achievements of the Arts Services unit and the AFA through provision of tasks that have a direct impact on the successful delivery of programs and services. While ultimate responsibility for decisions and direction resides with the supervisor, this position, the incumbent is relied upon to provide sound recommendations and complete tasks in a timely and accurate fashion. This position may also have access to confidential or sensitive information and appropriate stewardship of information is critical.

**Key Relationships**

Major stakeholders and purpose of interactions:

<p><b>Internal</b></p> <ul style="list-style-type: none"><li>• Arts Service Consultant, Communication - daily and ongoing - to receive or seek direction, discuss projects/activities, provide updates</li><li>• Writer and Social Media Officer - daily and ongoing - to work collaboratively on projects and initiatives, support website updates and content development</li><li>• Arts Services team - daily and ongoing; provide input and recommendations related to communications and marketing activities, contribute to a collaborative and positive working environment</li><li>• Arts Branch colleagues and leadership team - as required and ongoing, as part of overall duties</li><li>• AFA Board - indirect and ongoing - provide advice to inform recommendations to the board, support board communication activities</li><li>• Other government colleagues including Ministry Communications - regular and ongoing; foster trust and collaboration to ensure positive relationships and outcomes and to meet business needs</li></ul> <p><b>External</b></p> <ul style="list-style-type: none"><li>• Federal, Provincial and Municipal Arts Funders - as required and ongoing; work collaboratively on initiatives, share information and best practices</li><li>• Clients and Stakeholder - as required - relating to marketing and communications or engagement activities; provide advice or input into responses to inquiries</li></ul>
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**Required Education, Experience and Technical Competencies**

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Diploma (2 year)	Arts	Business	

If other, specify:

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

<ul style="list-style-type: none"><li>• Solid understanding of communications and marketing planning</li><li>• Ability to be creative in writing and communications planning</li><li>• Up to date on communications and marketing tools and tactics</li><li>• Knowledge and understanding of the web and social media as communications platforms.</li><li>• Proven ability to manage multiple responsibilities within tight timelines and shifting priorities</li><li>• Strong organizational skills</li><li>• Critical thinking and problem solving skills.</li></ul>
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- Strong research, writing and editing skills.
- Knowledge of Canadian Press style guides.
- Project coordination skills.
- Knowledge of public consultation/engagement processes and techniques.
- Understanding of graphic design and print production techniques.
- Knowledge of Government of Alberta visual identity guidelines.
- Strong interpersonal skills.
- Ability to work as team player with minimal supervision. Proven ability to take initiative and be a self starter.
- Knowledge of how government works (bills, orders in council, standing policy committees etc.)
- Knowledge of department and GOA-wide policies and procedures, regulations, legislation and core business.
- Knowledge of Freedom of Information and Protection of Privacy (FOIP) legislation and other related policies and procedures.
- 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		
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"> <li>• Seeks insight on implications of different options</li> <li>• Analyzes long-term outcomes, focus on goals and values</li> <li>• Identifies unintended consequences</li> </ul>	<ul style="list-style-type: none"> <li>• Must develop sound communication and marketing plans that are responsive to the current environment and differing stakeholders and stakeholder needs.</li> <li>• Relied on to provide recommendations on programs and services that would best meet priorities and mandates for the AFA the arts sector.</li> <li>• Needs to consider potential impacts of approaches or decisions and provide input to their supervisor to assist in decision making.</li> <li>• Must identify potential risks with approaches or initiatives and propose mitigation</li> </ul>

			strategies.
Creative Problem Solving	○ ● ○ ○ ○	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> <li>• Asks questions to understand a problem</li> <li>• Looks for new ways to improve results and activities</li> <li>• Explores different work methods and what made projects successful; shares learning</li> <li>• Collects breadth of data and perspectives to make choices</li> </ul>	<ul style="list-style-type: none"> <li>• Must take initiative to understand work requirements</li> <li>• Uses past knowledge and experience as well as research to propose ideas for activities or approaches to communication and marketing that will support successful outcomes</li> <li>• Conduct research and stay current on trends and best practices and how they can be applied to support the work of the AFA</li> <li>• Comes up with solutions to address issues or barriers that may exist</li> </ul>
Agility	○ ● ○ ○ ○	<p>Works in a changing environment and takes initiative to change:</p> <ul style="list-style-type: none"> <li>• Takes opportunities to improve work processes</li> <li>• Anticipates and adjusts behaviour to change</li> <li>• Remains optimistic, calm and composed in stressful situations</li> <li>• Seeks advice and support to change appropriately</li> <li>• Works creatively within guidelines</li> </ul>	<ul style="list-style-type: none"> <li>• Develops and implements evaluation plans and techniques both during and after initiatives to determine outcomes, measure success and ensure the best possible outcomes</li> <li>• Maintains a positive approach to the work and working with colleagues while managing workload/ tasks and deadlines.</li> <li>• Is adaptable when direction or circumstance change and can shift approach to ensure actions and initiatives meet intended</li> </ul>

			outcomes
Build Collaborative Environments	○ ● ○ ○ ○	Facilitates open communication and leverages team skill: <ul style="list-style-type: none"> <li>• Leverages skills and knowledge of others</li> <li>• Genuinely values and learns from others</li> <li>• Facilitates open and respectful conflict resolution</li> <li>• Recognizes and appreciates others</li> </ul>	<ul style="list-style-type: none"> <li>• Uses skills and knowledge to contribute to the work of the team and provide support to colleagues</li> <li>• Provide accurate and timely work and recommendations to build trust and confidence among the team and with colleagues</li> <li>• Exercises strong communication skills to ensure common understandings, buy in and manage any potential conflicts that may arise while developing and delivering on work priorities</li> </ul>

## Benchmarks

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

022PS73 Communications Advisor  
021PS74 Public Information Officer

## Assign

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

_____	_____	_____
	Date yyyy-mm-dd	Employee Signature
Supervisor / Manager Name	Date yyyy-mm-dd	Supervisor / Manager Signature
Director / Executive Director Name	Date yyyy-mm-dd	Director / Executive Director Signature
ADM Name	Date yyyy-mm-dd	ADM Signature
DM Name	Date yyyy-mm-dd	DM Signature