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| Working Title Director, Labour Market Evidence | | Name Vacant | |
| Position Number | Reports to Position No., Class & Level Executive Director | Division, Branch/Unit Strategy & Policy, Workforce Evidence, Engagement, Strategy and Policy | Ministry Alberta Labour |
| Present Classification Senior Manager 1 | Requested Classification Senior Manager 2 | Levels to Deputy Minister (Not including incumbent level) 2 | |
| Dept ID | Program Code | Project Code (if applicable) | |

POSITION SUMMARY:

The Labour Market Evidence (LME) unit leads Alberta Labour in performing in key labour market information functions such as providing an understanding of the functioning and dynamics of the Alberta and Canada's labour market. LME provides: analysis on labour market conditions; forecasts of future labour market conditions; leadership across departments and governments (federal, municipal) in developing models, forecasts, statistics and other high profile reports on issues and challenges facing Alberta's labour market. The unit is also responsible for collaborating with key industry sectors to develop and implement sector specific labour force models to assess the current and future demands for labour. LME leads/coordinates the development of statistics on the performance of the economy, workplace and labour market. The LME unit also develops/maintains content of the LMI site for Alberta Labour. It is also responsible for producing official GoA statistics related to the labour market which are widely used for policy and program development as well as decision-making not only by government but also by the private sector. LME also produces labour market information for use by various stakeholders to ensure students, businesses, workers and educators have access to reliable information they need to make informed-decisions regarding employment opportunities and other workforce-related issues.

Reporting to the Executive Director, the Director of the LME provides leadership across the GoA in: identifying and analyzing labour market dynamics and conditions, short and long-term trends, developing statistical tools, models, forecasts and special research reports pertaining to key labour market, microeconomic and macroeconomic issues such as skills shortages, boom and bust cycles, gender wage gap, sector intelligence and employment impact of government decisions such as the minimum wage increases and coal phase-out. The Alberta Occupational Demand and Supply model and the Sector Intelligence Model (SIM) and sub-models are few of the sophisticated examples of tools that have been produced by LME which demonstrates the innovation and leadership required of the Senior Manager position. Another example of innovative work performed by the positon and requires considerable work with stakeholders is the Short-Term Employment Forecast (STEF) which is used by numerous government and industry stakeholders, as short-term forecasts are highly dependent on: employers' hiring expectations; education and training providers detailed program enrolment; and detailed immigration patterns. More recently, another innovative tool that was developed by LME, in close collaboration with the Employment and Social Development Canada, was the Alberta -specific "refusal to process" (RTP) list of certain high-wage occupations in Alberta that have sufficient labour supply in the province. This was intended to mitigate the effects of the economic downturn, help better connect employers with unemployed Albertans. Service Canada will not process Labour Market Impact Assessments for occupations included in the RTP list. The SIM requires extensive collaboration with key industry representatives to understand how the occupations, skills and labour force dynamics within sectors. The outcome is to develop an understanding of the use of specific occupations and project future demand for labour unique to the sector.

The Director's responsibilities are highly complex and the work is an input to decisions that impact Albertans; thus the position requires the highest standards of quality and accuracy. Extensive work with internal and external stakeholders (GoA, national and local governments, educational institutions, employers and employer groups, unions, training providers, economic development authorities and others) is imperative to influence cooperation and change, gather information on intentions, and to resolve differences. Considerable skill and judgment is needed to balance the work's relevance, precision, breadth and depth of information, with practical considerations such as data and resource limitations,

POSITION SUMMARY:

public sensitivity, client and legislative requirements (e.g., privacy) and other factors.

Key products and services include:

- Collaborate with Treasury Board and Finance (TB&F) and the Macroforecasting Committee to produce the macroeconomic forecasts for the budget with input from all GoA departments.
- Support processes, standards and accountabilities to ensure that statistical work meets the GoA's needs for policy analysis and decision-making.
- Ensure that appropriate labour market information is generated, analysed and disseminated in a timely manner to assist Alberta policy makers, business leaders, students, workers and educators have access to reliable information they need to make informed-decisions regarding employment opportunities, training and career choices and other workforce-related issues.
- Lead co-operative and collaborative ventures with the GoA, federal and provincial governments and stakeholders relating to statistics, model-building, development of methodologies and information-sharing (e.g., with Statistics Canada, other external sources, provincial governments, Employment and Social Development Canada).
- Coordinate and align statistical activities within the GoA and with other statistical agencies of other governments (e.g., sampling design of and oversampling by Alberta in the Labour Force Survey (LFS), Aboriginal LFS and Employment Insurance data set).
- Produce a wide variety of high profile statistical publications and reports to inform policy development and decision-making, and provide reliable information to Albertans and advice to employers, post-secondary institutions, students, job-seekers on significant trends and issues. (e.g. Occupational Demand and Supply Outlook, STEF, Labour Force Profiles, Minimum Wage Profile, and Industry Profiles).
- Develop partnerships/alliances with business, industry, communities, other jurisdictions and the federal government to develop and share information and to contribute to planning and development (e.g., industry networks and the Forum of Labour Market Ministers or FLMM).
- Collaborate with Alberta post-secondary institutions to help facilitate the process of matching education programs to labour market needs in the province. Labour market information is key to aligning skills availability with skills employers are demanding.
- Support the engagement with key industry sectors to further develop and adapt the SIM to reflect the uniqueness of each industry sector.
- Deliver presentations that provide stakeholders with a better understanding of anticipated socioeconomic conditions and trends and the potential impacts on the economy, labour force, employment, unemployment, industries, occupations, regions, productivity, education and training or other factors.

SPECIFIC ACCOUNTABILITIES:

- Leadership in proactively anticipating, identifying, exploring and analyzing emerging economic, labour market, workplace, industry and demographic issues and trends to ensure the GoA and Labour has the information and statistical tools to objectively analyze key issues and alternatives to address those issues.
- Leadership of the work processes for the production of economic, labour and workplace defensible statistical analysis and publications and reports by the LME.
- Strong partnership with other governments, department, internal staff and other stakeholders to ensure ongoing dialogue and coordination of related issues.
- Active representations of and involvement by the GoA at the federal and provincial levels of government on key issues related to analysis and forecasts of labour market and socioeconomic conditions.
- Timely release of accurate, relevant and insightful reports on economic, labour, demographic, workplace, sector and social conditions, trends and projections to support policy-making and program development.
- Actively promote the use of labour market information in the development and delivery of policy and programs within the GoA and with key external users e.g. post-secondary institutions, industry associations.
- Analysis of immigration microdata to support policy and program decisions.

Results or outcomes of the role and accountabilities:

SPECIFIC ACCOUNTABILITIES:

- Efficient and strategic management leading to the production of timely, relevant, accurate, sound and consistent statistical information for policy and decision-making.
- Effective identification of information requirements to support policy development and strategic initiatives and identification of gaps and need for more rigorous analysis that supports continuous improvement.
- High quality publications that meet the needs of internal and external stakeholders within Alberta and across Canada, including federal, provincial and municipal officials, industry and employer groups, training providers, postsecondary institutions and the public.
- Ongoing liaison, dialogue and exchange of best practices with other federal and provincial governments, departments, internal staff, industry or other stakeholders on statistical, labour market and other related issues.
- Alignment and coordination of provincial and federal programs and initiatives related to labour and employment.
- Effectively advocate the use of statistical information in decision making.
- Lead the development of a predictive labour force model to forecast the emerging need for occupations in rapidly expanding/changing industry sectors e.g. technology sectors

KNOWLEDGE/EXPERIENCE:

Knowledge

- Advanced degree (PhD) in economics, statistics, social science or equivalent.
- Political, policy and strategic issues related to labour market, workplace, and industry conditions/trends, including federal and provincial issues and arrangements.
- Labour economic factors/conditions/research findings pertaining to core business or interests of GoA/Labour.
- Related provincial and national organizations, key personnel within these organizations, and national and provincial political issues/direction.
- Working knowledge of labour, immigration, and employment standards legislation, regulations and policy.
- Strong quantitative skills pertaining to economic, workplace, industry, and labour market development, analysis and interpretation.
- Client needs for information and analysis on labour economic, workplace, industry, and labour market conditions and trends.
- Human Resource policies and practices to effectively recruit, develop and manage staff.
- Government and department business plans, and cross ministry policy and administrative initiatives in order to establish LME operational plans and program/project plans.
- Department, provincial, national programs/services pertaining to the business and interests of Alberta Labour.
- Extensive knowledge of and experience with labour economic conditions, forecasts, and economic modeling methods.
- Broad knowledge of the structure, evolution and inter-relationships among the different sectors of the Alberta economy, the national and global economies along with in-depth knowledge of Alberta's fiscal framework, political and social environment, and needs of Alberta businesses.

Expertise

- Strategic skills to understand Alberta Labour's goals and objectives, and client needs, and use these to continuously improve LME services/methodologies. Ability to develop/foster a strategic vision for the LME.
- Strong orientation to assess and meet client needs.
- Project and contract management skills to effectively plan, organizational and achieve successful outcomes.
- Strong problem solving and analytical skills to identify, critically assess and resolve issues.
- Effective people management skills to motivate a highly skilled, diverse group of professionals and teams; ability to interpret and apply government human resource policies and practices.
- Consulting, negotiating and consensus-building skills to effectively work with/influence colleagues, partners and stakeholders, address different interests/agendas, and build and maintain ongoing relationships.

KNOWLEDGE/EXPERIENCE:

- Excellent oral and written communication skills - effective public speaker and skills in dealing with media.
- Skills in developing accurate, insightful, relevant socioeconomic analysis and reports.
- Advanced research, evaluation, statistical, economic and econometric methodologies; current and emerging socioeconomic research approaches; primary and secondary data development methodologies.
- Working knowledge of data warehouses and web-based information products/applications.

Experience

- Considerable experience in the leadership, development and delivery of statistical/information services.
- Experience in the development of management information/data warehouses.
- Working experience within government.
- Experience in leading and managing staff and teams.

LEADERSHIP AND BUSINESS KNOW-HOW:

The role supports the achievement of the GoA's and Alberta Labour's core business and business plan goals by providing leadership and continuous improvement to key functions identified in the previous section. The Director represents the GoA/Labour's interests and priorities, strategically positioning these with external stakeholders, other ministries, governments and organization at the provincial and national level.

The role ensures that the GoA/Labour has the statistical information/publications and labour economic and workplace analysis/research needed to: monitor, and report on the external environment and government goals; ensure government accountability (e.g., among employers); inform cross-ministry and intergovernmental initiatives; and foster informed decision-making among stakeholders. It also plays a pivotal role in producing high quality statistical information/publications for stakeholders and staff to support informed planning and decision-making.

This role partners and strategically positions the GoA/Labour with external stakeholders, other ministries, governments and other organizations on government and departmental priorities. It improves policy and planning capacity through enabling data-sharing, collaboration and coordinated analysis within the GoA and other organizations working in the public interest.

The Director represents the GoA/Labour on initiatives that involve stakeholders and/or partners both within the province and nationally. The challenge pertains to knowing and presenting Alberta's position in a way that will result in the achievement of the provincial objectives, as well as facilitating successful outcomes for the partners and/or stakeholders.

Stakeholders often have divergent or conflicting interests and strongly held agendas/views that are difficult to reconcile. Another challenge is promoting a culture where stakeholders and staff want and trust statistical information and analysis and want to build on that feedback to continuously improve policies and programs and implement best practices.

The work varies widely in content and is technically complex. Statistical proposals, findings, analysis and forecasts are often controversial and subject to considerable debate and scrutiny. This is particularly so with functions recently added to this position (Impact of Minimum Wage on Employment, Coal Plant Closure Research, Refusal to Process List, Alberta Wage and Salary, GoA Statistics Council, supporting SIM). These new functions require a broader knowledge of data and databases, methodologies and political and stakeholder agendas; greater collaboration with the federal government and other stakeholders; stronger political and communication skills; stronger ability to influence and negotiate; and more sophisticated judgement in assessing outcomes. The work processes and conclusions must be defensible at all times. Continuous staff development/updating and a high level of technical integrity are paramount, but must be achieved within limited time and resources.

PROBLEM SOLVING:

The role challenge is described in the Section “Leadership and Business Know-How” above.

COMPLEX PROBLEMS

- High public profile of area and demand for ‘right answer’ in highly ambiguous environment.
- Dealing effectively with highly political nature of economic, labour force, and workplace.
- Dealing effectively with federal-provincial jurisdictional issues.
- Dealing effectively with individual employers to secure cooperation in supplying information, and to help resolve issues related to information released about their performance.
- Balancing the stakeholder and client demands related to the Unit’s mandate with the resources available.
- Complex technical and analytical issues arising from challenges outlined above.
- Developing economic models that respond to specific sector issues and changing economic/labour market conditions.
- Developing a predictive labour market forecasting model that does not currently exist.

SPECIFIC GUIDANCE

In addition to receiving general guidance from the Branch Head, the Senior Manager is expected to review current business plans and work with staff to develop operational plans; scan the environment to identify trends and conditions; and review literature, surveys, research findings, and the initiatives of other jurisdictions to investigate and adopt the best practices of others. The Senior Manager also spends considerable time listening to stakeholders, assessing needs and taking action to address requirements and issues.

Much of the work, however, is innovative and first of its kind, so specific guidance required is limited.

RELATIONSHIPS/CONTACTS:

| Clients | Frequency | Nature and Purpose of Contact |
|--|---|---|
| Departmental (internal) <ul style="list-style-type: none">• <i>Management teams</i> (e.g., Branch Management Team)• <i>Planning, policy and program design teams</i> (e.g., Youth and Aboriginals Advisory Committees, Immigration Levels Plan Committee)• <i>Technical teams</i> (e.g., STEF, Occupational Demand and Supply Outlook, Labour Force Survey)• <i>Ad hoc</i> (Communications the ADM, DM, Minister,) | <p>Bi-weekly, and daily consultation with the branch management</p> <p>Depends on team (Daily, Monthly, Quarterly or Semi-annually)</p> <p>Occasional</p> | <p>Collaborate on the branch/unit strategic management; lead specific projects. Implement GoA, dept., branch policies.</p> <p>Develop plans; identify options, costs and benefits; negotiate resources; create statistics/data solutions.</p> <p>Provide technical /statistical leadership and expertise.</p> <p>Negotiate access to data with internal and external partners to create/improve information and analysis.</p> <p>To present/explain and resolve issues.</p> |
| Inter-departmental/Inter-governmental (external) <ul style="list-style-type: none">• <i>Federal-Provincial-Territorial</i> (e.g., Committee, Forum for Labour Market Ministers Labour Market Information Council or LMIC) | Weekly, Monthly, Quarterly or Semi-annually | Review/synthesize national reports; develop option and recommendations for F/P/T FLMM Senior Officials on how to position national LMI work to address Alberta’s interests; Coordinate GoA’s position on LMI issues. |

RELATIONSHIPS/CONTACTS:

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| <ul style="list-style-type: none"> • <i>Inter-departmental</i> (e.g., GoA Macroeconomic Forecasting, GoA Statistics Council, Labour Market Information for Non-Profit/Voluntary Sectors) • <i>Provincial-Municipal</i> (e.g., City of Edmonton Workforce Plan) • <i>Ad hoc</i> (Drummond LMI report, Value-Added Processing Industries Impact on Labour Supply) <p>Other</p> <ul style="list-style-type: none"> • <i>Committees involving industry/industry group representatives, employers, employee group representatives, education and training providers</i> (e.g., APEGA Forecasting, Restaurant & Food Services Association Sector Short-Term Employment) | <p>Depends on team/project (can be very frequent and intense)</p> <p>Depends on team/project (can be very frequent and intense)</p> | <p>Contribute to GoA/others forecasting models to enhance the results.</p> <p>Negotiate and resolve issues.</p> <p>Provide expertise on labour force (e.g., supply, demand, forecasts, labour productivity); statistical support and analysis; presentations.</p> <p>Engage industry to buy into and contribute to Alberta Labour's efforts (e.g., occupational forecasting models) to enhance the results.</p> |
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IMPACT AND MAGNITUDE OF JOB (SCOPE):

SCOPE of ROLE

The Director, LME deals with:

- Minister's Office, Deputy Minister: presentation of information, analysis and strategic recommendations; discussion of approaches to data/statistics (e.g., Safe, Fair and Healthy Workplaces Division on questions related to minimum wage adjustments); provision of speaking notes and advice.
- Assistant Deputy Minister, Strategy and Policy - as above, on FLMM-LMIC and workforce strategies and issues as well as collaboration on strategies and approaches.
- Branch Head, as above, as well as development of operational plans and achievement of objectives.
- Executive Directors and Managers within Safe, Fair and Healthy Workplaces Division - as above as well as advice on economic policy approaches based on evidence.
- Directors within Strategy and Policy- collaboration on LMI and analysis for inclusion in business, operational plans and development of workplace, labour market and career products.
- Service Canada Directors and Assistant Deputy Ministers at regional and national headquarters: collaboration on national and bilateral initiatives.
- Directors and Managers of Statistics Canada at the local and national level: regarding data availability and quality.
- Directors and Managers across the GoA presentations and provision of advise on matters pertaining to labour market, economic, industry or workplace trends.
- Leadership within the LME unit.

The work of the Director, LME Unit impacts on the following:

- GoA/department – development of policies, programs and services based on sound evidence and rigorous forecasts; employer health and safety information to help ensure accountability.
- Business, industry, government, post-secondary institutions, training organizations, employee and other stakeholders – in the development of curricula and training programs that are more in line with the jobs needed in Alberta.

IMPACT AND MAGNITUDE OF JOB (SCOPE):

- Individual Albertans impacted by the quality and accessibility of information, programs and services to help them plan their careers and obtain and maintain work.
- Special needs groups (e.g., disabled, youth, aboriginal people, mature workers, immigrants, etc.) impacted by the programs and services based evidence (see GoA/Department above)
- Employers depend on the accuracy and comprehensiveness of the information produced to make business decisions related to hiring and training.

CHANGES SINCE LAST REVIEW:

New responsibilities are added to this position since the last review:

1. The position oversees the production of official GoA Statistics related to the labour market conditions which are widely used for policy and decision-making within the government and the private sector. Related to this role, the position also represents Alberta Labour in the GoA Statistics Council, a body that promotes partnerships within the government to ensure that relevant, credible, coherent statistics and key government data are accessible for use in policy and decision-making within the government. The position also serves as the labour market expert and represents the Alberta's interests at the Federal-Provincial-Territorial Forums on labour statistics.
2. The Director position is now responsible for the conduct of the Alberta Wage and Salary Survey. The survey is conducted every other year and it generates a rich database on the wages and salaries across a wide variety of occupation in Alberta. The results of the survey and its analysis are used by: the GoA to inform policies and programs; private sector to help them in their wage-setting; and the federal government for the assessment of wages for temporary foreign workers destined to Alberta.
3. The position is the official representative of the Ministry to the GoA-wide Macroeconomic Forecasting Committee. The purpose of this Committee is to leverage existing work being done across the GoA into developing the best possible economic forecast, upon which the government may base revenue projections and fiscal decisions. As the Ministry's official representative, the Senior Manager provides the Committee with the official position of Alberta Labour on the current and future labour market scenarios as an input into Alberta's macroeconomic framework.
4. The Director position is now responsible for supporting the Labour Market Information area that develops industry specific SIM forecasts.