

Update

Ministry

Describe: Basic Job Details
Position

Position ID

Position Name (30 characters)

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

 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:

The Manager, APS Communications (Manager) reports to the Director, APS Communications. The Manager provides leadership and direction to a team of communications consultants and specialists, who provide internal communications advice, planning and implementation to Government of Alberta departments and the Public Service Commission (PSC) on Alberta Public Service (APS) issues and initiatives. This includes supporting the Public Service Commissioner, Deputy Minister of Executive Council, the President of Treasury Board and Minister Finance and Premier on items related to the APS and public agencies. They ensure alignment with Government of Alberta communications policies and strategies and work closely with Communications and Public Engagement as required.

The manager works cooperatively with other APS Communications managers and their teams, and develops, monitors and maintains systems, processes, and policies to ensure that information is communicated to employees in the most timely and effective way possible, including the use of digital communications tools such as myAPS, department intranets and Connector Now.

They play a key role in issues management and initiative planning by working with partners and stakeholders, including deputy ministers' offices, department executives, issues managers and program staff, occasionally through committees or working groups, to identify issues, discuss priorities, and plan critical paths and strategic

messages or actions to achieve objectives.

The Manager monitors work processes and assignments to ensure cost effectiveness of communications products, consistency in messaging across the Alberta Public Service, and efficiency in meeting priorities and delivering results.

This position may act as the Director, APS Communications when cover-off is required.

Responsibilities

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

Coordinates and promotes the effective and efficient delivery of APS-wide and department communications programs, products and services to meet the needs of employees. This includes providing communications support for the Deputy Minister of Executive Council, Public Service Commissioner, and from deputy ministers to their staff.

- Provides guidance and coaches communications consultants to develop, implement and evaluate internal communications strategies.
- As assigned by the Director, works with program, department and Information Technology partners to ensure myAPS and department intranets are operating effectively and achieving strategic objectives. Work with communications consultants and/or specialists to develop web governance approaches, processes and strategies to use myAPS as the central digital channel to increase employee engagement and awareness of APS programs and policies. Ensures department intranets provide department-specific information in coordination with department representatives and do not duplicate APS-wide content. Ensure assigned team members are keeping content on myAPS and department pages current, setting priorities and directing changes and improvements as needed.
- As per established processes approved by the Director, regularly assigns team members to develop topics and story ideas for Connector Now, Manager Monthly and DMEC monthly messages. Assign staff to write Connector Now articles related to their assigned departments and seek deputy minister office sign-off.
- Provides communications advice and guidance to management and program staff in project planning, ensuring mutual understanding and agreement of roles and responsibilities.
- Participates in committees and working groups to provide strategic communications input and direction to plan appropriate communications support for APS-wide and department initiatives.
- Monitors and evaluates communications performance standards in relation to goals of the PSC and other departments, APS Communications and Employee Engagement and the Government of Alberta. Responsible to provide regular updates and reports (quarterly at a minimum) to the Director, including intranet metrics and other evaluation tools, such as surveys, to measure success and plan effective approaches to reach audiences and achieve desired results.

Use strategic communications planning and media relations to effectively support government priorities, policies and legislation under the responsibility of the PSC. As assigned by the Director:

- Oversees and provides input during the drafting of Cabinet Communications Strategies.
- Maintains an awareness public issues that the Minister may be asked to respond to, provides input on a list of session note topics for each legislative session and ensures notes are prepared in a timely manner for new daily issues that may arise.
- Ensures timely responses to media inquires by keeping a list of key program contacts and ensuring they understand requirements, processes and deadlines.
- Where required, ensures the proper CPE templates, style and processes are followed by consultants to draft

key messages, announcement plans, news releases, speaking notes or other external communications materials. Coordinates with the Minister's press secretary and navigates the approval process.

Leads a team of communications professionals (consultants and specialists) to support APS-wide and department communications.

- Consults with the Director as needed to provide strategic direction to staff and assign duties, including but not limited to responsibility for various issues and initiatives, department support, committee and employee resources group (ERG) support, intranet and myAPS content.
- Outlines to staff expected work standards and results and provides feedback on ideas and performance.
- Provides orientation and training for new staff, and encourages ongoing professional development for all team members, to ensure they are fully trained and knowledgeable in professional communications practices, department and government policies and procedures, and their roles and responsibilities.
- Provides opportunities for team building.

Coordinates the timely and appropriate preparation of communications tools and materials such as newsletters, intranets, webinars and videos.

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

Assists with implementing operational policies and systems.

- Organizes branch resources to meet objectives, including managing staff projects and client assignments, and recruiting permanent, temporary or contracted staff.
- Reviews/approves invoices and expense claims.

Problem Solving

Typical problems solved:

- On a daily basis, uses problem solving skills and theoretical/practical knowledge, experience and judgment to influence APS Communications and Employee Engagement team members, leaders in the PSC and the APS, on recommended communications approaches. This includes problem solving solutions to differing opinions from stakeholders and recommending how to proceed with communications approaches that may affect individual employees, groups of employees or all APS staff.

-Regularly receives information from multiple sources (staff, leaders, program contacts, news and social media) about emerging issues, new initiatives underway or changes in status to existing issues and initiatives. Makes quick decisions if immediate action is needed (such as the development of key messages, emails from leaders to staff or a news release) or identifies the need to obtain more information, talk to key stakeholders and develop longer term plans.

-Regularly analyzes situations, or planned initiatives, to determine potential risks and mitigation, including potential impacts on employee engagement or on government/employer reputation. Asks follow up questions and seeks additional information to recommend options to leaders and program partners.

-If there are potential changes that will impact APS employees, determine if leadership and managers are implementing change management strategies and recommend communications to support change management, such as raising awareness of training and supports, and helping employees understand the planned end state and benefits.

-Political direction and decisions may impact the public service positively or negatively. The manager has a role in

recommending internal communications to provide employees with information and answer questions with impartial messages. Sometimes this may involve coordinating with departments and managing expectations while confirming approvals before communication can be distributed.

-Employee actions (such as public statements or inappropriate workplace behavior) may attract negative public attention, if they appear in the media or social media. The manager needs to be aware of HR processes and policies, and legal considerations, and recommend the appropriate response, if any, to best manage the issue, in consultation with leadership, HR, legal, etc.

-Government policy decisions relating to employees may be negatively received and publicly criticized, affecting employee engagement and public opinion. The manager maintains awareness of planned decisions where possible and considers potential impacts. They work with branch, department and APS leaders to provide recommendations on communications solutions before and after announcements (pre- and post-messaging).

-Occasionally communications recommendations will not be accepted by leadership and the manager will need to proceed with a different approach than anticipated. Sometimes this will require quick thinking to adjust plans and messages. Problem solving includes recognizing that decisions can go in many different directions and being prepared for various scenarios. Systems thinking includes developing a sense of what leaders' priorities are when recommending options.

-The manager will be aware of competing priorities and deadlines. They have a role in clearly identifying and discussing priorities with their team, leaders, and clients, recognizing when there is potential for challenges, and seeking help to divert resources to meet needs or to request changes.

-The manager is responsible for their team's performance and can expect typical challenges of leaders and supervisors relating to performance and HR matters. Addressing HR and performance matters requires time and attention, which can vary by the complexity of the matter. Resources and training are available to support managers on how to address various circumstances. They may need to work with the director and executive director and HR business partners to plan solutions, such as training and recruitment.

-The manager may be faced with technical and logistical challenges, such as computer equipment and network performance issues, electrical failures, or building emergencies that can create challenges a key moments such as sending out communications at a set time. This kind of problem solving requires leadership to draw on team skills to adapt, contacting the right people for technical support and recommending alternative solutions, such as rescheduling or using secondary options (such as audio only for a planned video townhall, etc.)

Types of guidance available for problem solving:

Consultation with branch and department leadership and HR business partners, training resources on myAPS and the Learning Management System, IT resources, CPE templates and process fact sheets, Employee and Family Assistance Program.

Direct or indirect impacts of decisions:

Communications advice and solutions provided by this position play a significant role in how APS Communications and Employee Engagement, as well as the Public Service Commission at large, is perceived by its clients and stakeholders. Decisions made and actions taken by this position impact the effectiveness with which the ministries communicate with their employees. By engaging in coordination within the department and with other departments on projects, issues and opportunities, this position also contributes to how government is perceived by the public and helps meet the information needs of Albertans.

Key Relationships

Major stakeholders and purpose of interactions:

Internal Communications Consultants and Specialists

-Frequent daily interactions to provide direction, discuss work assignments, identify emerging issues and coordinate responses. Regular one on one meetings to discuss their goals, performance, challenges, solutions and

opportunities.

Director, APS Communications

-Frequent daily interactions to discuss emerging issues, team progress, strategies, and responses. Regular one on one meetings to discuss their goals, performance, challenges, opportunities and solutions.

Executive Director of APS Communications and Employee Engagement

-weekly or daily interaction in collaborative settings or to provide briefings, i.e. on time sensitive issues with director or if director is not available.

PSC Assistant Deputy Ministers, EDs, directors

-Regularly provides consultation and advice to address issues and opportunities.

Deputy Minister's office and department executive teams, HR PDs

-Regularly provides consultation and advice to address issues and opportunities.

Program managers and staff

-Regularly to exchange information and provide advice and consultation on new program initiatives and management of issues and opportunities.

CPE

-Occasionally with assistant director, etc. to exchange information on shared issues and collaborate on strategies and announcements such as when regulations are changed for public agencies, or when there are issues involving or affecting employees.

-seek specialized expertise and assistance (ie. web technology support, graphics and print design). Liaise with CPE on Connector Now stories relating to the departments they support, i.e. copying the communications director when seeking deputy minister office sign off.

Required Education, Experience and Technical Competencies

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

If other, specify:

Degree or diploma in communications, public relations, journalism, English or a related field

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

- At least six years' related experience
- Strong strategic communications planning and issues management skills
- Strong internal communications skills
- Strong project management skills
- Strong knowledge of different communication tools and products, website management, digital media print and graphic design, internal marketing
- Considerable knowledge of writing styles, including principles of plain language and Canadian Press Style Guides, to prepare and edit a variety of written materials including speeches, brochures and briefing material
- Understanding of Alberta political system, government decision-making processes and structure
- Understanding of the business of the department including knowledge of various stakeholder groups and familiarity with issues, trends and directions
- Knowledge of Government of Alberta Visual Identity Guidelines and understanding of print and graphic

design principles and visual presentation styles

- Knowledge of Freedom of Information and Protection of Privacy legislation, policies, and procedures
- Knowledge of Communications and Public Engagement standards, policies and procedures
- Understanding of accounting and financial reporting
- Leadership, management/supervisory and teambuilding skills
- Change management knowledge is an asset

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 type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<p>Integrates broader context into planning:</p> <ul style="list-style-type: none"> • Plans for how current situation is affected by broader trends • Integrates issues, political environment and risks when considering possible actions • Supports organization vision and goals through strategy • Addresses behaviours that challenge progress 	As the incumbent is responsible for the development and/or delivery of communications initiatives, tools, and resources, these supports will impact a variety of employees across the APS. Systems thinking is required to meet the needs of stakeholders and audiences when developing and/or delivering these resources. There is a requirement to anticipate and address any potential underlying issues, the political environment, and potential risks when developing and delivering initiatives. Leadership skills are required to support the government's vision and department goals.
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<p>Proactively incorporates change into processes:</p> <ul style="list-style-type: none"> • Creates opportunities for improvement • Is aware of and adapts to changing priorities • Remains objective under pressure and supports others to manage their emotions • Proactively explains impact of change on roles, and integrates 	The incumbent is to play a leadership role in assessing and adapting to changing priorities and needs, as well as in resolving issues. The incumbent must be able to shift focus and activities as appropriate.

		change in existing work • Readily adapts plans and practices	
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Collaborates across functional areas and proactively addresses conflict: • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment	When leading other staff, the incumbent must be a strong communicator and facilitate meaningful interactions with others. The incumbent works collaboratively with others, and motivates and coaches people to achieve results.
Develop Networks	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Leverages relationships to build input and perspective: • Looks broadly to engage stakeholders • Open to perspectives towards long-term goals • Actively seeks input into change initiatives • Maintains stakeholder relationships	The incumbent will connect with stakeholders and other employees to build trustworthy relationships. The incumbent builds these relationships and ensures the needs of stakeholders and clients are represented and addressed.
Develop Self and Others	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	Encourages development and integration of emerging methods: • Shapes group learning for team development • Employs emerging methods towards goals • Creates a shared learning environment • Works with individuals to develop personal development plans	The manager uses team meetings and other opportunities to share professional knowledge about internal communications, change management, employee engagement, government policies and processes, etc. They also use one on ones and quarterly performance conversations to follow up on employee learning goals.

Benchmarks

List 1-2 potential comparable Government of Alberta: