Update

Ministry

Service Alberta and Red Tape Reduction

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Web Forms and Account Specialist

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

Changes Since Last Reviewed

Date yyyy-mm-dd

Responsibilities Added:

Responsibilities Removed:

Job Purpose and Organizational Context

Why the job exists:

Service Alberta and Red Tape Reduction is a solutions provider. We strive to deliver innovative services to government operations and optimize programs and services for Albertans. Every Service Albertan strives to enable the success of our Ministry partners and Albertans through providing exceptional client focused services that meet and exceed our clients' expectations. We are looking for collaborative, agile, solutions focused individuals with strong communication skills and a strong service orientation.

Within the Consumers and Strategic Services Division of Service Alberta and Red Tape Reduction, Land Titles and Surveys Branch (LTS) ensures that the Minister's Mandate, Ministry strategic and business plan goals drive outcomes to ensure property rights are protected, programs and related services are modernized and registry services run efficiently.

Reporting to the Manager, Operations and Outreach the Web, Forms and Account Specialist is responsible for the development and maintenance of the Land Titles and Surveys resource materials, including e-based information, print and electronic forms, and other tools and resources that are available to Land Titles staff and the public. The position will leverage foundational knowledge on information management and document design to support the development and delivery of resource materials that are available in a variety of user-friendly formats. The position will also work with business units across LTS to create and manage an inventory of in-use resource materials, ensuring consistency of in-use forms and content across LTS resource materials, along with supporting business units to implement a scheduled review and update of these resource materials.

Responsibilities

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

1. Works with Manager, Operations and Outreach and applicable business units to develop and implement information management plans and activities to support LTS's external web content, forms, and other resource materials, ensuring the business needs of the department and public are met. This includes both planned and emergent issues.

- Consults with business, delivery, information management resources, SA Communications, outsource vendors and other Government of Alberta (GoA) departments and ministries to identify and determine business needs, service delivery process issues, and/or operational issues.

- Collaborates with the other solution coordinators, planners, the Manager, Operations and Outreach, along with other GoA departments and ministries to determine and identify broader impacts, issues and interfaces that may result from business required website and resource changes.

- Works with the Manager, Operations and Outreach to determine and identify the need for the development of new web content, forms, informational materials, or tools versus ongoing changes or enhancements.

- Monitors ongoing problems and issues with the functionality of resources and works with the business areas to identify changing business needs or requirements that would significantly change the current functionality of these resources or hamper the business area from implementing proposed changes.

- Performs testing of developed resources to ensure functionality.

2. Facilitate the development, distribution, maintenance, and updates of resource materials to provide accurate and timely information of LTS services to business areas, internal and external stakeholders, and the public.

- Develops resources by creating or updating content, forms, and tools.

- Works with subject matter experts to develop content.
- Edits and proofreads resources throughout the process.
- Ensures resources are available in formats that are accessible to print and electronic users.
- Ensures resources meet GoA identity requirements.

- Ensures resources are kept up to date by notifying business areas of stale content and ensuring updates are completed appropriately and on schedule.
  - Works with Communications to schedule and implement updates to web content.
- Maintains the integrity of resources (navigation, usability, design, content duplication, etc.).
- Suggests improvements to resource content and functionality to increase usability and public and staff interest in content.
- Prepares training materials for internal and external users.
- Provides training, coaching, and support to the business areas on the use of the resources.

3. Develops and maintains an effective network of relationships with stakeholders at all levels (internal and external) to ensure that business needs are addressed through resource material maintenance activities.

- Leverages public facing key messages for use in LTS resources.
- Effectively supports the development and management of resources through an understanding of business programs and processes, along with GoA information management and information technology standards, policies, and platforms.
- Consults with business units regarding proposed changes to existing resource materials and the implementation of new resource materials.
- Provides statistical reports and information to the business areas through creation of scheduled and ad hoc reports on resource material utilization.
- Responds to questions from business areas, the public, other departments, stakeholders and service providers about the functionality and user access of resource materials.
- Troubleshoots technical issues with LTS resource materials and resolves or refers to internal or external resources.
- Research new resource material delivery formats and recommends appropriate use for the delivery of modernized resources.

4. Promotes and supports integrity of resource materials (edits, fixes, elimination of duplicate files).

- Create and manage an inventory to curate resources, creating a central source of truth for resource management.
- Develops schedules for the regular review and update of public facing LTS resources.
- Research the root cause of issues and provides advice and makes recommendations for changes to resources.

- Makes corrections, working with subject matter experts as required.

Problem Solving

Typical problems solved:

This position is responsible for maintaining an inventory of resources and developing an approach to ensure these resources are reviewed and updated on a scheduled basis. The position reviews resources produced for internal and external users, ensuring alignment with regulatory, POPA, GoA identity and other applicable information technology and information management standards. The position works closely under the direction of the Manager, and other LTS leadership, to propose and implement opportunities to evolve and improve the current resources to meet the needs of Albertans and to leverage available technology for a modernized approach information management and delivery.

Types of guidance available for problem solving:

This position:

- Works with supervision from the Manager, Operations and Outreach managing day-to-day work and assigned projects.

- Can leverage the expertise of the team, which includes Policy Analysts, Relationship Management Specialist, Engagement Coordinator and the Systems and Analytics team to solve problems and achieve outcomes.

- Designs, builds, tests, implements, and evaluates LTS resources and tools in collaboration with subject matter experts, project working groups, steering committees, senior management, etc.

- Participates in task teams, working groups, focus groups and stakeholder committees.

- Consults with and supports stakeholders, partners and clients in the strategic, operational, and technical planning related to learning requirements.

Direct or indirect impacts of decisions:

This position directly impacts the quality of resources that are available to LTS clients, along with moving to an integrated and digital approach to information and resource delivery. The position indirectly impacts the achievement of business plan goals through the curation of web content, along with other resources, to inform and support Albertans with access to LTS information, services and processes.

The position indirectly impacts the successful registration of documents through the quality of information and resources available to Albertans who access LTS's services. The position supports this through the curation and continuous improvement of web content and other resources.

Key Relationships

Major stakeholders and purpose of interactions:

Internal

- Other managers, leads or staff within the Land Titles and Surveys Branch: share information; partner on project work; exchange information and updates.

- Technical support colleagues in other branches and departments: seek and provide advice and/or consult; partner on project work; exchange information and updates.

External

- Contracted Vendors or Partner Providers: collaborate on priority work; provide advice and options to build on course and program development.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Diploma (2 year)	Public Administration	Other	

If other, specify:

Digital Design, Information Management or other related program

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

– Diploma in Information Management, Digital Design or other related field and a minimum of 2 years experience. Equivalencies will be considered for progressively related experience.

- Expert knowledge of the M365 suite of applications (Word, PowerPoint, Excel, Outlook, SharePoint, Forms).

– Advanced skills in design software like Adobe Acrobat Pro, InDesign or Photoshop.

– Solid graphic design skills.

– Strong interpersonal and time-management skills.

– Above average writing, editing and proofreading skills.

– Organizational, prioritization, and time management skills.

– Project management and multi-tasking skills.

– Flexibility to adapt to an ever-changing environment.

– Analytical and problem-solving skills to develop creative solutions to meet client and business needs.

– Excellent communication (verbal and written) skills.

- Ability to research and access information from a knowledge base in support of customer and business requests.

- Knowledge of business units supported and working knowledge of all business areas, particularly ministry communication strategies and visual identity guidelines is an asset.

- Knowledge of GoA information management and information technology standards, policies and platforms is an asset.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level A B C D E	Level Definition	Examples of how this level best represents the job
Creative Problem Solving	○ ◉ ○ ○ ○	Focuses on continuous improvement and increasing breadth of insight: • Asks questions to understand a problem • Looks for new ways to improve results and activities • Explores different work methods and what made projects successful; shares learning • Collects breadth of data and perspectives to make choices	The position is responsible for the development of resources to support the delivery of LTS services. The position is responsible for leveraging available data and technology to update and modernize the delivery of these resources.

Develop Networks	◉ ○ ○ ○ ○	Maintains collegial internal relationships and understands external network: • Seeks to understand perspectives and needs of others • Follows through, has integrity and respect for others • Helps and follows through • Keeps key stakeholders informed; is professional and respectful	The position must engage the appropriate business areas and subject matter experts to ensure that developed business resources continue to meet both internal and external stakeholder outcomes and and business area requirements.
Agility	◉ ○ ○ ○ ○	Understands need for change and manages own emotions: • Uses common sense and past experience to approach ambiguous problems • Prevents emotions from affecting others negatively • Looks for information on changes • Open to new ideas and helping co-workers	The position is responsible for ensuring that available resources continue to meet both the needs of Albertans and a modernized registries model. Under the direction of the Team Lead, the position will seek opportunities to update and improve the resources available to Albertans who access LTS services.
Agility	○ ◉ ○ ○ ○	Works in a changing environment and takes initiative to change: • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines	The position is responsible for ensuring that available resources continue to meet both the needs of Albertans and a modernized registries model. Under the direction of the Team Lead, the position will seek opportunities to update and improve the resources available to Albertans who access LTS services.
Drive for Results	○ ◉ ○ ○ ○	Works to exceed goals and partner with others to achieve objectives: • Plans based on past experience • Holds self and others responsible for results • Partners with groups to achieve outcomes • Aims to exceed	The position is responsible for the curation and management of public facing information and forms. The position must implement an approach that ensures the content is reviewed and revised on a scheduled basis to

		expectations	ensure the content remains current, relevant, and meets GoA standards.

Benchmarks

List 1-2 potential comparable Government of Alberta: Benchmark

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.

Employee Name	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