Update

Ministry

Forestry and Parks

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Media and Digital 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:

· Supervise and train staff assigned to social media and digital content creation; develop work objectives, plans and strategies for social media and digital content.
· Develop and provide media training for Forestry Division staff.
· Develop and teach course materials for the Wildfire Information Officer course through the Hinton Training Centre.
· Develop and implement crisis communication policies, plans and strategies for the Forestry Division (Ex: media relations and social media crisis communication strategies).
· Advise on and provide emergency and crisis communications leadership and direction to Forestry Division staff and executives and politicians.
· Train, coach and mentor information officers.

Job Purpose and Organizational Context

Why the job exists:

This position advises, plans, and executes critical external information delivery for the Forestry Division to multiple stakeholders, including the public, community leaders, Forestry Division executives, politicians, Communications and Public Engagement and Government of Alberta staff through a variety of communication channels. This position develops and implements crisis communication planning and policy, with a focus on media relations, digital content, social media and external websites, which includes supervising and training staff assigned to these work areas.

Responsibilities

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

1. Provide current and accurate information during evolving emergency wildfire situations to inform the public and support decision-making.
· Act as a spokesperson and representative of the Forestry Division in the media.
· Act as the provincial information officer on duty for the Alberta Wildfire Coordination Centre.
· Set strategy and oversee social media content; supervise staff assigned to this work area.
· Create and update content on Alberta Wildfire's public-facing website.
· Write key messages, organize interviews and coordinate media access.

2. Advise on, develop and implement communication plans and strategies to improve the delivery of communication materials that inform and educate stakeholders.
· Develop and implement crisis communication strategies (Ex: media relations and social media crisis communication strategies).
· Provide emergency and crisis communications leadership, direction and mentorship to seasonal and area information officers.
· Develop policy and provide advice on communications for Forestry Division staff, executives and partners.
· Edit content provided by subject matter experts for publication (Ex: simplify technical jargon for easy comprehension, ensure proper style, correct grammar and syntax, etc.).
· Develop objectives and strategies for seasonal staff assigned to social media and digital content; train, support and supervise seasonal staff to ensure objectives are met.

3. Develop media relations strategy and provide media training for staff to promote wildfire education, knowledge and critical information delivery in emergency situations.
· Develop and deliver learning materials and training for the Wildfire Information Officer course through the Hinton Training Centre.
· Train and support subject-matter experts to act as media spokespeople.
· Maintain and expand spokesperson database for Forestry Division.
· Identify and address gaps in media training for staff.

4. Provide education, expand public knowledge and increase public outreach to meet Forestry Division mandates and objectives.
· Advise on campaigns aiming to influence public behaviour (Ex: wildfire prevention, recruitment and education initiatives).
· Develop communication plans, strategic messaging and products (Ex: content, graphics, videos, posters, etc.).
· Encourage and foster behavioural change to prevent and mitigate wildfire damage to private and public property (Ex: FireSmart education, wildfire prevention).
· Represent Forestry Division during public engagement events.
· Monitor public discourse and research to identify emerging trends.

Problem Solving

Typical problems solved:

Quickly adapt communication materials and strategies to rapidly evolving wildfire situations. Simplify and clarify technical information in a way that can be understood by the general public. Tailor information and delivery methods to the needs of different audiences. Prioritize and multi-task to meet competing demands for information under short timelines.

Types of guidance available for problem solving:

This position works within the Information Unit and under the supervision of the Information Unit Manager, who has complimentary expertise and can provide advice. Strategic crisis communication planning undertaken outside of wildfire season provides framework to make decisions.

Direct or indirect impacts of decisions:

Quality, clarity and timeliness of information provided impacts how Albertans and community leaders react to the threat of wildfire and what action is taken to protect their safety and property in the short and long term.

Key Relationships

Major stakeholders and purpose of interactions:

Public: provide timely wildfire updates to impacted members of the public through direct engagement, information phone line, social media and website.
Media: develop and maintain relationships with members of the media who report on forestry issues, provide accurate and timely information for news outlets.
Indigenous, municipal and community leaders: provide timely wildfire updates to at a frequency dictated by the severity of the wildfire situation to support quick action and decision-making.
Industry: provide information and facilitate access to wildfire incidents for critical industry in the Forest Protection Area of Alberta.
Communications and Public Engagement: provide information and coordinate approach for dissemination, facilitate media access and opportunities and promote brand adhesion.

Required Education, Experience and Technical Competencies

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

If other, specify:

Communications, Journalism, Public Relations

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

· Degree in communications related field
· Expertise in media relations and public speaking
· Expertise in crisis communications
· Knowledge of wildfire related issues, trends and research
· Proficiency in social media platforms, digital media and web content development and systems
· Strong written and verbal communication skills
· Ability to multitask and determine priorities under pressure

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	○ ○ ○ ◉ ○	Works in open teams to share ideas and process issues: • Uses wide range of techniques to break down problems • Allows others to think	· Routinely evaluate communication outcomes by engaging with impacted stakeholders and seeking feedback, both formally and informally.

		creatively and voice ideas • Brings the right people together to solve issues • Identifies new solutions for the organization	· Conduct reviews of communication strategies and tools through open dialogue with information officer network and community partners. · Foster a feedback culture by creating a safe environment for sharing ideas and validating creative thinking. · Improve communications by expanding digital reach and seeking out emerging technologies and innovative tools. · Conduct regular cross-jurisdictional scans to stay aware of trends and successes in similar agencies.
Agility	○ ○ ○ ◉ ○	Proactively incorporates change into processes: • 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 change in existing work • Readily adapts plans and practices	· Constantly evaluate and adjust to information needs in evolving emergency situations. Quickly adapt plans and process to changing requirements. · Leverage experience, expertise and preparedness to make decisions under pressure and prioritize demands to meet the most critical communication needs first. · Engage with impacted stakeholders to gain awareness of how information is being received to proactively identify and address gaps and barriers. Remain open and professional when receiving feedback and criticism. · Anticipate evolution of emergency wildfire situation and plan for future information requirements. Clearly communicate process changes and reasons why to impacted stakeholders.

			· Support colleagues and partners by checking in during times of increased pressure. Remain calm and professional during dynamic and volatile emergency situations.
Develop Networks	○ ○ ○ ◉ ○	Makes working with a wide range of parties an imperative: • Creates impactful relationships with the right people • Ensures needs of varying groups are represented • Goes beyond to meet stakeholder needs • Ensures all needs are heard and understood	· Proactively seek out and offer coverage opportunities to local and provincial media outlets to build relationships and share knowledge that can be leveraged during emergency situations. · Foster in-person and virtual meetings with community leaders impacted by wildfires to understand their communication and information needs. Offer meaningful opportunities to contribute before, during and after a wildfire incident. · Create an open dialogue to understand the complexities and unique needs of different Alberta communities, including cultural and language barriers, as well as preferred mode of communication. Incorporate learnings into communication strategies. · Adapt communication materials and style to the need of the stakeholder and level of comprehension. Educate stakeholders on established information sharing process and seek feedback.
Build Collaborative Environments	○ ○ ○ ◉ ○	Involves a wide group of stakeholders when working on outcomes: • Involves stakeholders and shares resources • Positively resolves conflict through coaching	· Initiate and participate in reviews of communication process after a wildfire incident to identify gaps and problems and seek collaborative solutions.

		and facilitated discussion • Uses enthusiasm to motivate and guide others • Acknowledges and works with diverse perspectives for achieving outcomes	Share insights with colleagues and incorporate learnings in communication planning. · Use formal and informal feedback channels to encourage open dialogue and new ideas. Provide opportunity for external stakeholders to participate in reviews in a collaborative format. · Validate different perspectives by supporting and implementing non-traditional methods of communicating and novel approaches to information sharing. Create safe spaces by being open and receptive to feedback. · React quickly to potential and emerging conflict and provide opportunities for different perspectives to be heard. Engage in respectful dialogue to avoid misunderstandings. Ensure current processes are flexible and adaptive.