

Update

Ministry

Public Service Commission

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Communications Consultant

Current Class

Program Services 4

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

APS Communications and Employee Engagement

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Manager (Zone 2)

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

The Communications Consultant reports to the Communications Manager and is responsible for providing senior professional internal and external communications counsel, working with a large degree of independence to develop communications strategies related to government priorities and programs that impact Alberta Public Service (APS). This involves working closely with branch and department leadership to provide communications advice and support to department Deputy Ministers, the Public Service Commissioner, Deputy Minister of Executive Council, President of Treasury Board and Minister of Finance and Premier's Office. This is the advanced level of communications work.

Responsibilities

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

1. Provides strategic communications counsel and professional communications support to senior management on human resources programs, policies and services issues that include collective bargaining, employee engagement, organizational changes, employee recognition, diversity and inclusion, talent acquisition, workplace health and safety and workforce development, etc.
 - develops, implements and monitors communication strategies for internal and external audiences
 - provides strategic communications planning and consulting
 - helps to maintain and update project and issues calendars, working with program areas to map out and confirm critical paths, and plan time for product development and approvals
 - creates and implements communications strategies with a focus on change management and digital first

- communication
 - ensures high quality, accessible, communications products are drafted on time and sent for review through processes such uploading materials to the Action Request Tracking System (ARTS) and tracking approvals
 - establishes benchmarks and measures and uses them to evaluate the success of communications plans
 - participates in department and cross-department committees as needed in a communications role
2. Provides effective, pro-active issues management support directly or through the Cross Ministry Communications Manager to the Director of APS Communications, Executive Director of APS Communications and Employee Engagement, the Public Service Commissioner and PSC executive team, Deputy Minister of Executive Council, President of Treasury Board and Minister of Finance and Premier's Office.
 - identifies and monitors emerging issues
 - develops effective and timely strategies and key messages/communications products to proactively address and deal with issues
 3. Uses strategic communications planning and media relations to effectively support government priorities, policies and legislation under the responsibility of the PSC
 - drafts Cabinet Communications Strategies
 - prepares PSC session notes for each legislature session
 - proactively monitors and analyzes media coverage
 - coordinates information to respond to media inquiries
 - writes, coordinates and distributes news releases, information bulletins and media information as needed
 - plan news conferences and media availabilities and coordinates with CPE and the Minister's press secretary directly or through the manager and director
 - coordinates with CPE communications advisors in partner ministries on communications plans, key messages and logistics on shared issues or joint announcements
 - adheres to government/department processes, standards and style
 4. Provides strategic writing support on very complex and/or sensitive materials for internal and external audiences.
 - plans, coordinates, writes and edits briefings, reports, speeches, presentations, newsletters, letters, information bulletins, and other materials and publications
 - develops content for myAPS and Alberta.ca, monitors web design and usage trends and provides communications counsel to clients in using the web effectively as a communications tool
 - ensures all materials are written in plain language and are effective and audience/medium appropriate
 - adheres to government/department processes and standards and style and ensures materials targeted to the media are written in Canadian Press (CP) style
 - works with communications specialists to develop strategic content for myAPS and department intranets
 - writes strategic content for Connector Now and the monthly Manager Discussion Guide
 5. Coordinates graphic design and promotional material production with communications specialists and ensures government guidelines and standards are met.
 - plans for design and production elements
 - identifies when design and production advice and counsel is needed
 - creates presentations, e.g., PowerPoints
 - executes minor, largely text-based, edits to design materials
 6. Responsible for event management for APS events.
 - manages project, timelines, strategy, budget and evaluation
 - organizes logistics, including venue, presentation materials, multimedia, collateral materials, catering services and media relations
 - acts as a resource for junior communications staff involved in event management
 7. Provides functional supervision to staff and project positions within the branch as required.
 - provides guidance and acts as a coach/mentor to communications staff and students
 - provides guidance to administrative staff, along with input on assessment as required
 - provides input into staffing needs and requirements

- serves as lead on key communications projects
- may serve as acting manager

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, departments, and senior leaders on the recommended communications approaches for their department. This includes problem solving solutions to differing opinions from stakeholders on how to proceed with communications approaches.

-Monitors public issues in the media and works with program areas to anticipate issues, plan appropriate responses and recommend the most effective risk mitigation. This may included providing responses to media questions.

-On a regular basis, analyzes metrics and communications tactics and uses theoretical/practical knowledge, research and consultation to identify solutions and provide recommendations. While some of the problems will be recurring, there are numerous times when new issues arise that the employee will be responsible for solving through research, analytics, strategic thinking, and understanding of the far reaching implications of the solution/answer.

- On a daily basis managing and prioritizing multiple questions and requests including from the Deputy Minister's Office, Minister's Office, Public Service Commissioner's Office, PSC program areas, and other departments. Uses problem solving skills to determine the best way to do the work and meet timelines.

-Provides strategic communications advice daily to branch and department leadership, sometimes on sensitive and confidential topics, and clearly articulates risks and mitigation. Develops communications products that are accurate and meet the needs of all interested parties.

Types of guidance available for problem solving:

Consultation with HR Portfolio Director, department senior leadership, PSC program areas, communications managers, and APS communications director.

Direct or indirect impacts of decisions:

Daily work includes identifying issues and risks and deciding whether or not to raise the issue with their manager, senior leadership, etc. and recommending mitigation. Their interactions with stakeholders and clients, as well as communications advice and how it is implemented can impact the reputation of the government, department and branch. They also identify communications opportunities and decide which strategies and solutions to recommend to support government priorities.

Key Relationships

Major stakeholders and purpose of interactions:

This position spends a considerable amount of time in contact with PSC program contacts such issues managers, policy advisors, managers, directors, executive directors, assistant deputy ministers, to discuss business needs, issues, opportunities and solutions. They interact with program staff, other APS Communications and Employee Engagement staff, and occasionally Communications and Public Engagement (CPE) staff to discuss plans and projects (i.e. when an initiative is being announced publicly that staff need to know about, or internal initiatives are happening that could result in union and media attention). They consult with partners, clients and stakeholders formally or informally to inform communications approaches. They consider individual department and audience needs, such as regional and front-line staff then arrange to seek input from communications managers and consultants, Deputy Minister Engage Committees, and Employee Resource Groups. They also provide advice, direction, and peer support to other communications employees and may occasionally work with outside vendors for events (audio-visual) or production of communications materials (print).

Required Education, Experience and Technical Competencies

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

If other, specify:

Degree or diploma in public relations, communications, journalism or a related discipline

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

- in-depth knowledge of communications planning, and issues management techniques
- knowledge and understanding of the web as a communications medium
- critical thinking and problem solving skills
- strong research, writing and editing skills
- knowledge of Canadian Press style
- advanced consulting skills
- creativity
- project management skills
- coaching skills
- knowledge of change management practice and strategies and the role of communications in change management
- knowledge of Government of Alberta communications policies and website standards
- understanding of graphic design and print production techniques
- knowledge of Government of Alberta visual identity guidelines
- operating knowledge of information and communications technology and electronic production
- computer skills
- strong interpersonal skills
- organizational skills
- collaborative skills
- ability to work as team player and with minimal supervision
- knowledge of how government works (bills, orders in council, standing policy committees etc.)
- knowledge of department 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

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		
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Proactively incorporates change into processes: <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 change in existing work • Readily adapts plans and practices 	Is able to effectively respond to changing priorities and balance timely communications support provided to departments.
Drive for Results	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Works to exceed goals and partner with others to achieve objectives: <ul style="list-style-type: none"> • Plans based on past experience • Holds self and others responsible for results 	Sets goals and partners with stakeholders to meet these goals.

		<ul style="list-style-type: none"> • Partners with groups to achieve outcomes • Aims to exceed expectations 	
Systems Thinking	○ ○ ○ ● ○	<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 	Considers multiple perspectives when effectively planning communications.
Creative Problem Solving	○ ● ○ ○ ○	<p>Focuses on continuous improvement and increasing breadth of insight:</p> <ul style="list-style-type: none"> • 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 	Evaluates work processes and makes suggestions for improvements.
Build Collaborative Environments	○ ○ ● ○ ○	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> • 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 	Recognizes and works with appropriate stakeholders and takes into account their feedback to complete project work.