

Director, Corporate and Stakeholder Relations

A. Position Summary

Reporting to the Chief Executive Officer (CEO), the Director, Corporate and Stakeholder Relations (DSCR) is a key member of the Senior Leadership Team contributing to the overall strategic direction of EMRB through providing support to the Board under the direction of the CEO. The position is also responsible for board support and committee readiness, the development and oversight of the strategic and business plans, strategic communications and stakeholder relations that align with, and clearly deliver on EMRB's strategic priorities and operational plan. This position also includes board and corporate policy development, the corporate risk strategy and annual report coordination on behalf of the CEO.

This position in conjunction with the CEO is responsible for EMRB's brand and reputation management across all communication channels and building awareness (with the Board and stakeholders) of EMRB, for its role as a professional regulatory body, Board priorities and strategic initiatives and outcomes to achieve sustainable growth and development for the Region.

As the organization's senior communications and stakeholder relations leader, this position is responsible for providing leadership and strategic advice to the CEO and senior management team on creative and effective ways to position and advance the work of the Board to demonstrate the value to regional stakeholders and the Region.

This position is responsible to oversee a communications professional to ensure consistent and effective communication of relevant and valuable information to board members, staff, municipalities and other external stakeholders. This includes demonstrating a high standard of excellence for communications and stakeholder relations, and ensuring that organizational messages are coordinated, strategically positioned, and effectively communicated to advance EMRB's regulatory and regionally focused objectives.

This role requires an understanding of the political environment and provides strategic advice on mitigating and managing issues. This position also provides direction on social media strategy, media relations, advocacy, and crisis communication.

The functions of this position require regular communication and collaboration with multiple internal and external stakeholders at all levels across EMRB, including but not limited to the senior management team, the Board, staff, elected officials, government officials of all levels across all orders of government, stakeholders, media and members of the public. .

Provides leadership in the development and implementation of innovative planning and communication/stakeholder solutions and is able to understand the integration and relationships among key initiatives and support the strategic positioning of them across the work of the Board.

The Director oversees a small team including the communications lead and Board support and oversees consulting contracts as required.

B. Authorities

The Province of Alberta created the Capital Region Board in April 2008 with the promulgation of the Capital Region Board Regulation. In 2017, the Board Regulation was amended to change its composition to 13 members, broaden the mandate and continue to work of the Board as the Edmonton Metropolitan Region Board.

The EMRB is a Growth Management Board under the *Municipal Government Act* (MGA). The Regulation outlines the authorities and responsibilities of the EMRB including the preparation and implementation of a Regional Growth Plan, Metropolitan Region Servicing Plan, and other fiduciary responsibilities as outlined. The MGA and Board Regulation govern the overall operations of the EMRB.

C. Responsibilities

The Director is responsible for overseeing the strategic and operational support to the Board and Committees under the direction of the CEO. The Director's key responsibility is coordinating and/or supporting and implementing the Board's mandate, and Board's and CEO's priorities through the following activities:

1. 40% Board Support and Readiness

- Provide strategic advice to the CEO on the day-to-day operations of the Board in accordance with the Edmonton Metropolitan Region Board Regulation, policies, and Board direction.
- Oversee the development of Board and Committee schedules, meeting agendas and agenda packages, and in consultation with the Board Chair, Committee Chairs and CEO.
- Provide support to the Board Chair and CEO on parliamentary procedure and the development of motions for the Board's consideration.
- Provide support to the Board Chair and CEO on special projects or initiatives of the Board.
- In coordination with the CEO and Director of Regional Growth Planning, liaise and work co-operatively with Board members and their municipal administrations to ensure the Board Chair, Board and Committee/Task Force members have the support required to carry out the roles and responsibilities as provided in the EMRB Regulation and policies.

2. 15% Board and Corporate Policy Development

- Oversee the development and maintenance of EMRB governance and corporate policies.
- Provide advice and support to the CEO and EMRB staff on the application and implementation of relevant policies and legislation and related 'best practices'.
- Manage the Freedom of Information and Protection of Privacy accountabilities for the Board.

3. 20% Strategic Communications and Stakeholder Engagement

- Oversee the development and implementation of EMRB's strategic communications plan.
- Provide strategic advice and support to the CEO, related to issues management and issues resolution.
- Oversee the development and implementation of EMRB's advocacy and stakeholder engagement plan.

- Develop and maintain productive relationships with all levels of government, relevant stakeholders, and community institutions in the Region.
- Provide strategic advice and support to the CEO, Board Chair and Board members on matters related to stakeholder relations and engagement, including regional projects.

4. 25% Senior Leadership Team, Strategic and Business Planning

- As a key member of the Senior Leadership Team provide thought leadership and contribute to the development and preparation of the Board's strategic and business plans, and KPIs.
- In conjunction with the CEO and Director Regional Growth Planning, contribute to the overall direction and management of day to day operational issues arising from the strategic and operational plans.
- Under the oversight of the CEO, develop and implement and maintain a risk management strategy for the EMRB.
- Provides expert-level communications and stakeholder relations advice directly to the CEO and senior leadership team and staff across EMRB on brand and reputation management, social media, media relations, crisis communications, and stakeholder relations, as well as support on matters related to internal or external developments or issues that affect EMRB.
- Foster a positive working environment within the organization that supports communication, collaboration, and high performance as well as staff engagement, satisfaction, and professional development.
- Participate in and contribute to the implementation of cross-department and/or divisional committees, working groups, projects teams, and other initiatives that support the strategic objectives of EMRB.
- Oversee, and provide leadership to the Sr Communications Advisor and EMRB Board support.
- Work with the Director of Regional Growth Planning to ensure coordination of Board and Committee activities with Task Forces and other regional planning.
- Perform other duties as requested by the CEO.

D. The Person

1. Knowledge/Experience Requirements

- Progressive senior management experience with agencies, boards or government. A sound understanding of principles of natural justice and the operation of municipal and provincial governments or quasi-judicial boards.
- Good understanding of the political process and the political environment in Alberta.
- Expert knowledge of communication and stakeholder relations and strategic and operational planning best practises (both theoretical and practical).
- Knowledge of legislative, regulatory and policy development in Alberta is essential.
- Skills and abilities to respond to contentious, controversial issues within highly political environments.
- Sound conceptual and strategic thinking skills along with the ability to take complex information and diverse points of view into consideration in making sound decisions.
- Strong leadership and management skills to manage a diverse group of professionals and administrative support staff within a team environment.
- Ability and skills to respond to a heavy workload, shifting priorities and challenges.
- Highly developed strategic planning, communication and stakeholder relation, program and project management including policy development.
- Budgeting, technology, and human resource management skills.
- Strong interpersonal, collaborative, decision-making, and verbal and written communications skills.
- A graduate university degree in a related discipline or a combination of education and experience of at least 10 years in senior leadership roles.

2. Key Core Competencies

- **Leadership:** Positively influences people and events in a leadership role.
- **Relationship Building:** Develops and maintains positive and productive relationships and partnerships with organizations and individuals both internal and external to the EMRB. Proven ability to manage sensitive issues effectively in a political environment, including the ability to work effectively with elected officials,

municipal administrators, Government of Alberta representatives, business and community leaders, and the public.

- **Strategic Thinking:** Takes a broad scale, long-term view, assessing options and implications.
- **Resource Management:** Effectively managing internal and external resources to achieve organizational goals.
- **Results Orientation:** Knows and understands the results that are important to the EMRB and focuses resources to achieve them within the goals of the organization.
- **Adaptability:** Personal willingness and ability to effectively adapt to change.
- **Excellence:** A high personal standard for work excellence to understand and meet or exceed the needs of the organization and the EMRB member municipalities.
- **Communication:** Excellent interpersonal, communication and presentation skills to clearly and succinctly convey messages and information to meet the needs of all stakeholders.
- **Organizational Awareness:** Understands the governance, legislation, structure and culture of the organization.
- **Teamwork:** Works cooperatively and productively with others to achieve results and success.
- **Problem Solving and Judgment:** Ability to assess options and implications in order to identify problems and solutions. Ability to make decisions and provide direction on complex and emerging issues that may have substantial political, community, inter-municipal or administrative implications.
- **Politically Astute:** Knows and understands legislative and regulatory processes and has an intuitive ability to read the political implications of recommendations and actions.
- **Innovation:** Ability to exercise original and creative thinking to make improvements and/or develop and initiate new approaches. Familiar with relevant trends and issues.
- **Self-Management:** Reflection on past experiences to self-evaluate, manage, and improve performance levels.