

## Senior Communications Advisor

### A. Position Summary

Under the direction of the Director of Strategic Initiatives and Operations, the Senior Communications Advisor is responsible for supporting the development, implementation, ongoing renewal and continuous revitalization of a comprehensive communications strategy and framework, and annual strategic communications plan, for the Edmonton Metropolitan Region Board (EMRB).

The Senior Communications Advisor provides principal support in relation to the internal and external communication needs of the EMRB, including the development of an inclusive outreach and engagement, and advocacy strategy. The Senior Communications Advisor provides guidance and expertise to the organization in evolving corporate branding and marketing activities, social marketing and promotion, digital and web-based communications, and use of other new and emerging media.

The Senior Communications Advisor will oversee and contribute to a broad scope of environmental scanning and literature reviews to inform the development of the annual business plan, annual report and corporate risk profile. The Senior Communications Advisor will initiate and maintain effective media relations, pro-active issues identification and management, and will develop, support and maintain communications projects and products to enhance and promote the profile and reputation of the EMRB with stakeholders, government, and the public.

The Senior Communications Advisor may have frequent contact with representatives of the media, elected officials, government officials, stakeholders and members of the public.

### B. Authorities

The Province of Alberta created the EMRB in April 2008 with the promulgation of the Capital Region Board Regulation and subsequent name, membership and mandate change in 2017.

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

## C. Responsibilities

The Senior Communications Advisor is responsible for supporting all communications related initiatives, under the direction of the Director of Strategic Initiatives and Operations, through the following activities:

1. Board Support and Readiness
  - Support the development of Board and Committee agenda packages and Board and Committee meeting agendas and schedules;
  - Provide expert advice, guidance and support to EMRB Administration regarding media relations and external communications in matters involving the Board;
  - Serve as EMRB point person for a diverse range of contacts including: media inquiries, media briefings, media requests and press releases;
  - Provide support to Board Administration on special communication related projects or initiatives of the Board.
2. Policy Development and Management
  - Contribute to the development and institutionalization of EMRB Administration policies and standard operating procedures;
  - Support adherence to Freedom of Information requirements and Protection of Privacy obligations of the Board.
3. Strategic Communications and Issues Management
  - Support the development and implementation of a comprehensive EMRB communications strategy and framework, including development of the annual EMRB strategic communications plan;
  - Support corporate situational awareness and readiness through the development of early warning mechanisms, and through pro-active issues identification and timely issues mitigation and resolution;
  - Support the development and implementation of innovative external communication strategies and approaches, including news releases, social media postings, and other methods to effectively support messaging regarding key initiatives undertaken by the EMRB.
  - Identify opportunities to promote and market initiatives and activities, including advertising and special promotions, development of corporate identity products and literature, special events hosting, awards and recognition ceremonies, and other creative corporate and Board endeavours which serve to enhance the external profile and reputation of the EMRB;
  - Support, guide and assist internal clients in determining communication goals, audiences, messages and the most effective media and means to support EMRB initiatives and objectives;
  - Refresh, evolve and maintain the EMRB website and digital presence.

4. Stakeholder Engagement
  - Support the development of an EMRB outreach and engagement, and advocacy strategy to increase EMRB Board and Administration interaction, discussion and involvement with key stakeholders, including business and industry, other levels of government and non-governmental organizations, community institutions, and the public;
  - Effectively collaborate with a diverse array of stakeholders across the Region.
  
5. Strategic and Business Plan
  - Support informed business planning, priority setting and decision making through ongoing data gathering and analysis;
  - Support a broad scope of environmental scanning and literature reviews to inform the development of the annual business plan and annual report;
  - Support the development and implementation of an integrated risk management framework and approach, including the development of a Corporate Risk Profile for the EMRB;
  - Contribute to the development of key performance indicators to assess the influence and effectiveness of EMRB communications, outreach and engagement, and advocacy activities;
  - Anticipate and ascertain the situational need for additional supports and resources which may include the oversight of contractors, contracts and deliverables;
  - Liaise with the Office of the CEO, and the Director of Regional Growth Planning, to ensure coherence and consistency in external messaging and alignment of EMRB communication activities.

The Senior Communications Advisor will perform other duties as may be deemed necessary in support of EMRB Administration obligations and deliverables.

## **C. The Person**

### **1. Knowledge/Experience Requirements**

- Skills and abilities to effectively manage a heavy workload, shifting priorities and multiple competing demands within strict deadlines, deliverables and budgets;
- Progressive communications experience supporting and representing complex organizations, agencies, quasi-judicial boards or government.
- Good understanding of the political process and the political environment in Alberta.
- Skills and abilities to respond effectively 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 recommending decisions.
- Strong interpersonal, collaborative, decision-making, and advanced verbal and written communications skills.

- A university degree in a related discipline or a combination of education and experience of at least 5 years working in a communications capacity.

## 2. Key Core Competencies

- **Informal Leadership:** Positively influences people and events in an informal 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 general 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.

The EMRB offers a competitive compensation package. The EMRB appreciates all submissions; however, only those chosen for an interview will be contacted.

Closing Date: April 26, 2019

Application Return:

Please submit application to:

Charlene Chauvette, Office Manager

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