

LEGISLATIVE ASSEMBLY OFFICE

JOB PROFILE



COMMUNICATIONS SERVICES

COMMUNICATIONS AND DIGITAL MEDIA ASSISTANT

Reporting to the Manager and Supervisor of Communications Services, the Communications and Digital Media Assistant is new to the field, is an adaptive learner and is eager to support the team in its communications and digital media efforts. Collaborating with seasoned writers, content creators and visual designers, this position plays a key role in supporting all areas of operations and co-ordinating digital strategies that drive engagement and inspire active citizenship.

The Legislative Assembly Office (LAO) supports the Speaker and Members of the Legislative Assembly, providing nonpartisan procedural, administrative and educational services.

Communications Services works with all stakeholder groups to provide strategic counsel and professional support to the office of the Speaker, Members of the Legislative Assembly of Alberta, the office of the Clerk and managers and staff of the LAO. Through experience and expertise Communications Services promotes public engagement and is committed to connecting people to parliament.

Communications Services operates in accordance with LAO policies, procedures and protocols, the Legislative Assembly Act, Standing Orders and direction from the Speaker, the Members' Services Committee and the Clerk.

Responsibilities and Activities

1. Assist in the development and execution of digital communications and engagement strategies.

Activities:

- create, schedule and publish content across digital platforms using tools such as Sprout Social to post and streamline engagement and Google Analytics to analyze trends in website traffic and activity.
- source, edit and design graphics and photos for digital media posts and draft compelling content to ensure brand voice and identity are consistent.
- co-ordinate and maintain a comprehensive content calendar incorporating all campaigns; monitor optimal posting times and adjust accordingly.
- track mentions, tags and hashtags related to the organization, flagging positive feedback and escalating negative feedback to ensure appropriate responses to all messages.
- compile weekly engagement summaries, track metrics and compile campaign reports.
- check for broken links and outdated content on LAO websites.
- optimize images and text for search engine optimization (SEO) using descriptive file names and incorporating keywords.

2. Support the creation of communications materials such as newsletters, e-cards, news releases and other content, ensuring it meets accepted standards, goals and objectives of the LAO.

Activities:

- participate in the communications components of on-site events, including supporting the creation of event materials, promotion, photography and event web pages.
- follow appropriate quality standards and processes within the Communications team and apply consistently to all projects.
- collaborate with the team and clients to ensure content updates are made in a timely and accurate manner.
- ensure materials are proofed to a high-quality standard to ensure grammar, punctuation, spelling and internal references are correct.
- assess needs, determine priorities and resource requirements with consideration to cost-effective tools and methods available.
- ensure exchanges within the Communications team and with clients are effective and continual and that the Supervisor of Communications Services is fully briefed of ongoing project status and exceptional issues at the earliest opportunity.

3. Provide essential administrative and organizational support to the team, ensuring smooth operations, efficient communications flow and timely execution of campaigns and projects.

Activities:

- as a front-line Communications team member, project a positive image of the team and the LAO while interacting with stakeholders and client groups.
- provide administrative co-ordination support organizing team files and digital assets, preparing project notes and tracking deadlines and deliverables within the team.
- manage the team's general e-mail account, responding to general inquiries and routing messages appropriately.
- assist with daily social media monitoring and flag any perceived issues or trending news stories affecting the LAO or the Assembly.
- maintain a client-service orientation while receiving, responding to and referring in-person inquiries from members of the public, LAO staff and MLAs.
- assist with the onboarding of new team members as needed.
- track communications and project expenditures, including digital media campaigns, and assist with processing invoices and credit card statements.
- assist with project logistics and distributions as needed.
- participate in crossorganizational initiatives as a representation of Communications and communicate information and updates to the Communications team.
- provide support for campaign and event logistics, including registration and preparing materials such as name tags, signage and agendas.

4. Support the overall operations of the LAO to meet the goals and objectives of the Legislative Assembly Office in the provision of support to the Legislature.

Activities:

- contribute as an active team member to LAO initiatives, which may include supporting the Clerk, the Speaker and assisting with ceremonial and conference functions.
- participate in planning, implementing and monitoring of services required to ensure a smooth transition from Legislature to Legislature, which includes assisting new members and staff during pre- and postelection activities.
- demonstrate commitment to workplace health and safety by following safe work practices and reporting work-related accidents and hazards immediately.
- participate in the classification, maintenance, retention and disposition of records within the guidelines of the LAO's file classification and retention schedule.
- demonstrate support for a positive workplace culture and the valued behaviours pursuant to the respectful workplace policy.

Knowledge, Skills and Abilities:

- a degree or diploma in communications, marketing, business, public relations, journalism or English.
- related work experience in communications, with a focus on digital media and content creation.
- experience using Microsoft 365, Adobe Creative Suite, Google Analytics and Sprout Social.
- experience with navigation and development of websites and social media platforms, digital marketing, content management, graphic design, corporate audio/video scripting, photography, marketing and/or communications are all assets.
- knowledge of working in a Microsoft Teams environment, specifically with SharePoint Online.
- knowledge of Canadian Press style guides.
- ability to project a professional and nonpartisan attitude in all interactions with internal and external clients.
- sound use of judgment supported by consistent tact and diplomacy.
- excellent organizational skills with mindful attention to detail.
- strong time management and prioritization skills with ability to recognize changing priorities and meet competing deadlines.
- ability to work within a team environment as well as independently to support the goals of the team.
- ability to quickly gain an understanding of team business needs and leadership direction and adapt to changing priorities

Position Classification

Administrative Support 4 (014AS)