

LEGISLATIVE ASSEMBLY OFFICE

JOB PROFILE

VISITOR SERVICES – PARLIAMENTARY SERVICES

VISITOR ENGAGEMENT COORDINATOR

OCTOBER 2026



LEGISLATIVE
ASSEMBLY
OF ALBERTA

The Legislative Assembly Office (LAO) is the nonpartisan office responsible for providing support to the Speaker and to Members of the Legislative Assembly as they carry out their roles as elected representatives.

The Visitor Services unit under Parliamentary Services plays a significant role in support of the LAO's mission to promote public awareness and engagement in the work of the Legislative Assembly. Visitor Services provides information to the public about Alberta's democratic parliamentary system through public programming activities.

The Visitor Engagement Coordinator identifies and advances visitor attraction, engagement and audience development opportunities across Visitor Services programming, including tours, exhibitions, education and outreach programs, events and the Legislative Assembly gift shop, Capital Gifts. Utilizing creativity and best practices from the tourism, cultural, heritage and hospitality industries, this role develops strategies, partnerships and initiatives that increase public awareness, participation and visitation. The position works collaboratively across the branch to enhance visitor experiences, support operational and event delivery and ensure visitor engagement objectives are reflected in programs, services and promotion.

Reporting to the Manager, Visitor Services, the Visitor Engagement Coordinator is responsible for providing operational support for branch initiatives and priorities.

This position supports the strategic initiatives of the Parliamentary Services branch, which operates in accordance with LAO policies and procedures, the *Legislative Assembly Act*, Standing Orders, and direction from the Speaker, the Members' Services Committee and the Clerk.

Responsibilities:

1. Develop and coordinate visitor attraction, engagement and audience development strategies that support the public engagement goals and objectives of the LAO.

Activities

- establish short- and long-term visitor attraction and engagement goals, performance measures and key success indicators that align with branch and organizational priorities
- identify target audiences, visitation opportunities and growth areas for Visitor Services programs, events, exhibits, educational offerings and retail operations
- conduct research and analysis on visitor demographics, attendance patterns, visitor feedback and tourism trends
- identify opportunities to increase visitation, expand audience reach and improve public awareness of Visitor Services offerings
- evaluate the effectiveness of visitor attraction initiatives and recommend adjustments based on performance results

- working with the Manager and Supervisors, provide strategic direction to LAO Communications regarding target audiences, engagement priorities, visitor attraction objectives and desired outcomes and project deliverables
2. Establish and maintain partnerships and external relationships that increase public awareness, participation and visitation.

Activities

- working with the Manager, Visitor Services, represent Visitor Services on tourism, cultural, heritage, education and community committees, working groups and networks
 - establish and maintain productive relationships with local, provincial and national tourism organizations, destination marketing organizations, community groups, educational institutions and cultural partners that support branch objectives and visitation goals
 - provide recommendations to the Manager, Visitor Services, regarding partnership opportunities and external engagement priorities
 - identify and pursue partnership opportunities that increase awareness of Visitor Services programs, events, exhibits and experiences to expand reach and attract new audiences
 - monitor tourism and visitor attraction trends, comparable offerings and emerging opportunities to identify potential partnerships and audience development initiatives
3. Coordinate visitor engagement and outreach initiatives and support operational delivery to ensure programs, services and visitor experiences align with visitor attraction goals.

Activities

- work collaboratively with the Supervisor, Public Services, and Public Programs Coordinator to ensure visitor attraction and engagement objectives are reflected in public programming and frontline operations
- provide coordinator coverage in the absence of the Public Programs Coordinator, supporting frontline staff, operational continuity, and high-quality visitor experiences
- identify opportunities to enhance visitor experiences and increase participation in tours, programs, events and exhibits
- support the development of new visitor experiences, outreach initiatives and engagement opportunities that respond to audience interests and emerging trends
- gather, analyze and report on visitor and staff feedback and provide recommendations to improve visitor satisfaction and participation
- participate on Visitor Services' Exhibit Working Group, collaborating with staff to develop exhibits as well as visitor engagement strategies for the rotating exhibit displays, (e.g. Borealis Gallery and pedway, et cetera)
- work with LAO Communications to ensure promotional and marketing activities support visitor attraction and engagement strategies
- contribute to branch planning processes by identifying operational opportunities and challenges related to visitor engagement and service delivery
- support the development, implementation and maintenance of visitor wayfinding and signage to enhance navigation and the overall visitor experience

4. Support the overall operations of the LAO in the provision of support to the Legislature.

Activities:

- contribute as an active team member to LAO initiatives, which may include supporting the Clerk, Speaker and ceremonial and conference functions
- work closely with the Events and Logistics Coordinator to support the development, promotion and delivery of special events such as Canada Day, Family Day and Celebrate the Season
- participate in the 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 positive workplace culture and the valued behaviours according to the Respectful Workplace Policy

Scope

Services impact the general public as well as MLAs, constituency and caucus offices, the Office of the Speaker and management and staff of the LAO. Accordingly, the Visitor Engagement Coordinator:

- interacts with staff of the LAO, MLAs and their staff in response to requests
- provides services that impact the efficient operation of the branch and reflect on the LAO's nonpartisan role
- works under pressure to meet all required timelines, responding to strict deadlines in organizing work
- operates as part of a nonpartisan entity in a dynamic political environment
- contributes to the development and maintenance of visitor and outreach programming, evaluates Visitor Services programming and makes recommendations for enhancements in addition to providing administrative and special event support
- makes recommendations to the Manager of Visitor Services for potential tourism and outreach opportunities
- responsible for day-to-day operational decisions and handles routine problems where policy and procedure have been outlined and/or precedent set
- ensures that decisions that fall outside guidelines or that could affect the Speaker or the LAO as a whole are referred to the Manager of Visitor Services or Clerk Assistant and Executive Director of Parliamentary Services
- liaises with tourism industry partners, educational partners and the general public
- exercises tact, diplomacy and sound judgement when interacting with the public and stakeholders
- role directly impacts the efficient and effective delivery of Visitor Services programs and the public's experience with the Legislative Assembly

Knowledge and Skills:

- postsecondary in tourism, hospitality, public relations, business or related field
- three years progressive related experience
- knowledge of Alberta's tourism industry and comparable visitor sites, in terms of services offered, as well as potential tourism partners
- strong public relations and interpersonal skills, in particular, strong verbal, and written communication skills
- demonstrated creativity and originality in developing initiatives
- experience in building relationships, identifying key stakeholders and maintaining partnerships
- ability to oversee multiple projects simultaneously from beginning concept to implementation
- ability to develop proposals and plans in a well-thought-out manner
- time management and organizational abilities with dedicated attention to detail
- highly developed use of judgment supported by tact, diplomacy, and excellent analytical and problem-solving skills
- advanced computer skills that include word processing, spreadsheet, presentation software and research skills
- flexibility in adapting to irregular hours corresponding with events and tourism initiatives
- ability to work within a team environment as well as independently to support the goals of the branch
- ability to project a professional and efficient nonpartisan attitude in interactions with internal and external clients and a strong commitment to client service and visitor experience
- awareness of public service organizational structures and functions and the ability to establish and maintain professional relationships and partnerships in accordance with established procedures and protocols
- ability to operate as part of a nonpartisan entity in a dynamic political environment

Position Classification

Administration 1 (21AN)