



As an independent system operator, the AESO leads the safe, reliable and economic planning and operation of Alberta's interconnected power system. The AESO also facilitates Alberta's fair, efficient and openly competitive wholesale electricity market, which in 2009 had about 200 participants and approximately \$5 billion in annual energy transactions.

Position Title: GROUP ACCOUNT MANAGER, CORPORATE COMMUNICATIONS

Position Summary:

The AESO is currently seeking a seasoned, senior level Corporate Communications professional to establish, implement and manage the core communications infrastructure, programs and services to support the present and future strategic business needs of the organization.

Reporting to, and working closely with, the Director, Corporate Communication, the Group Account Manager, Corporate Communication will be an integral member of the Corporate Communication management team.

The incumbent will be responsible for managing and mentoring the team which offers strategic communications advice and counsel to the AESO's business units. Through the development and implementation of integrated communication strategies and plans to all AESO business units, the account managers work closely with the subject matter expert team to deliver communication support for strategic business initiatives, the development and implementation of an annual business unit communication plans, and supporting project specific programs and projects that will enhance AESO's corporate reputation. In addition, the development and management of relationships with external stakeholders, internal clients and employees in a manner that supports the company's business strategies is key to the success of this position.

The demands of this position are complicated by the rapidly changing Alberta electricity industry, new regulatory and governmental requirements, and changing customer and community expectations. Success requires the ability to rapidly identify key issues, create innovative and effective solutions, and effectively co-ordinate corporate and company resources to accomplish objectives and maintain and enhance the reputation and brand of the AESO.

Accountabilities and Responsibilities:

Working within an account management model, the Group Account Manager, Corporate Communication will provide direction and expertise to the account management team in implementing a wide array of integrated communications activities for internal and external audiences:

- Ensure that all communications activities are developed and delivered in support of the AESO's overarching communications strategy and consistent with its brand.
- Lead the team responsible for developing and executing effective communication and public consultation plans to support AESO efforts to reinforce the transmission system throughout Alberta

- Provide oversight and day-to-day management, support, guidance and mentorship to the Corporate Communications Account Management team
- Provide leadership, communication coaching and consulting, mentoring, development and support to direct reports as well as other team members
- Work with communication account managers to reinforce the model and deliver integrated, strategic communication solutions
- Work with colleagues to develop and implement strategic, integrated communication strategies and accompanying tactics on key initiatives undertaken by the company
- Support internal clients by providing strategic counsel on communication issues and to champion a strategic approach to communications
- Work with the Director to provide communications counsel and support to members of the AESO's leadership team, including officers and directors as required
- Develop, implement and oversee effective execution of corporate communication programs and activities including public consultation.
- Assess, develop, plan, recommend, and implement integrated communication strategies in support of business unit and corporate initiatives while maintaining consistency with the overarching communications goals and strategies
- Support the Director by acting as the account manager for the key executive clients, as needed
- Implement appropriate measures to track the effectiveness of programs and assist in the development of appropriate measures to ensure the effectiveness of all communications programs against established overarching reputation and brand goals and suggest/develop modifications where required
- Identify and facilitate opportunities for the AESO to build appropriate relationships that will contribute to improving the AESO's reputation and brand
- Support and coordinate the delivery of new communications tools directed toward helping AESO achieve its business objectives with their key external audiences
- Co-ordinate with counterparts in communications within Alberta and in the electricity sector in Canada to ensure that all information is accurate and properly positioned in support of the company's desired reputation and objectives.
- Support the consistent flow of relevant and timely communications to customers and other key external audiences
- Ensure consistent, timely and accurate communications externally, ensuring alignment, fostering collaboration and identifying opportunities for joint messaging within the organization
- Provide expert counsel to managers to ensure that all communications and promotional programs consistently support the desired company image and strategically position the enterprise to succeed in meeting its objectives
- Work closely with the Manager Communication Services to ensure seamless delivery of services to internal clients that are on strategy, on time and on budget

Knowledge, Skills, Abilities and Experience Required:

The ideal candidate will possess the following credentials, skills and attributes:

- Post-secondary education in Communications or Public Relations, Journalism or a related field; professional accreditation with CPRS or IABC is preferred.
- A minimum of 10 – 15 years of communications experience is desired with demonstrated skill in working with senior company executives in the design of integrated, strategic communication programs and corporate reputation strategies.
- Experience in the energy industry, including experience with energy regulators and government officials would be preferred.
- Strong leadership and critical thinking skills and proven ability to drive and manage change by leading others to appropriate change and actions.
- Experience with account management within an agency or corporate setting.
- Excellent written and verbal communication, presentation, facilitation and relationship building skills to ensure goals and objectives are understood and that critical issues are identified and addressed.
- Excellent interpersonal skills and accomplishments as a team member including the ability to develop and maintain a culture that promotes the best contribution and synergy from all parties to achieve desired results.
- Demonstrated experience managing and coaching a team, including performance management and development.
- Demonstrated ability to work under pressure and tight deadlines with initiative and creativity.
- Tolerance for ambiguity.
- Highest standards of personal integrity supported by open and honest communication.

Personal Characteristics:

- Experience leading, mentoring and motivating teams of professional communicators
- Experience developing and implementing integrated communication strategies and plans
- Results-oriented, hands-on self starter who works effectively in a team setting
- Demonstrated ability to carry unstructured projects to completion within a changing environment, working successfully with different types of people across the organization
- Ability to successfully manage multiple projects to achieve deadlines and maintain a tight budget, both independently and as a member of a team in a complex and demanding organization
- Superior communications skills, including strategic communications planning, research, writing and editing



- Excellent and effective communication skills both verbal and written
- Strong ability to identify potential issues, develop effective plans to address these issues
- Flexible to work autonomously and also be a strong team player with motivation to complete tasks
- Ability to manage sensitive issues and retain perspective in urgent situations
- Ability to juggle a variety of complex projects that often evolve over time
- Demonstrates initiative and excellent organizational skills and sound judgment
- Excellent work ethic and interpersonal skills
- Demonstrates a strong grounding in current issues
- Ability to foster a climate of co-operation amongst staff and stakeholders
- Demonstrates a positive record of working effectively with senior executives, Board members and committees and the ability to build solid relationships with partner organizations, professional associations and other stakeholders internal and external
- Strong presentation skills
- Sound judgment in dealing with highly sensitive and confidential information

If you are interested in the above position, please email your resume in confidence to careers@aeso.ca by September 6, 2010 in order to be considered.

The AESO is unable to accept unsolicited agency resumes. Any resumes submitted become the sole property of the Alberta Electric System Operator.

The AESO would like to thank all applicants for their interest however only those candidates selected for interviews will be contacted.

The Alberta Electric System Operator, and its members, officers, employees and agents (collectively, the "AESO") is committed to protecting personal information provided to it. By submitting your personal information to the AESO for the purpose of pursuing employment with the AESO, you hereby consent to the collection, use and disclosure of your personal information by the AESO, in accordance with the provisions of the *Personal Information Protection Act* of Alberta, as amended from time to time.