

## **Associate Director - Professional Practice and Advocacy**

### **Main Purpose**

Reporting to the Executive Director & Registrar, The Associate Director manages implementation of key activities to support governance direction and ensures leadership and supports to standing and ad-hoc committees and professional association activities of the Alberta College of Social Workers. The position provides strong internal and external leadership for diverse activities including advocacy initiatives, staff supervision, project management, supports to member committees and member interest groups, management of organizational communications within the ACSW mandate, member engagement and administration related to member activities.

### **Key Responsibilities:**

1. Manage and supervise activities of staff responsible for core professional association activities including:
  - Lead and Oversee special projects related to advocacy initiatives
  - Oversee leadership and coordination for internal committees and interest groups that develop from member interests including: Children's Issues, Gerontological, International Social Work, Social Workers in Health, Social Action/Social Justice, Area Coordinators, Sexual and Gender Diversity, Private Practice
  - Oversee the production of ACSW magazine, *The Advocate*
  - Annual Conference
  - Oversee Area Coordinators activities including Annual Retreat, Holiday Events, Category A Workshops, Social Work Week Activities
  
2. Manage promotions, communications and advocacy initiatives including:
  - ACSW Website, social media sites and member communications
  - Respond to walk ins, phone calls and e-mails regarding issues related to social work; respond to membership inquiries and concerns
  - Present or promote category A workshops for social workers
  - Liaise with insurance provider to provide reduced insurance rates to social workers
  - Work with Executive Director & Registrar to provide representation, clarity and transparency for members in policies, processes and communications
  - Screen all information for membership and advocacy areas on website
  - Screen requests for information distribution to social workers
  - Provide presentations to groups (i.e. student orientations, career fairs, groups in various fields of practice of social work and the public); maintain ACSW general presentation template
  - Work closely with Executive Director/ Council to initiate and respond to media regarding issues important to social work while striving to build capacity for advocacy within membership
  - Monitor costs and expenses to ensure financial accountability

3. Provide leadership and support for governance, standing and adhoc committees of council and special projects and ACSW partner affiliations. E.g.:
  - Legislative Committee support as needed
  - Nominations and Recruitment committee
  - Indigenous Social Work Committee
  - Advocate Editorial Committee
  - Annual Report
  - Communications Committee
  - Affiliations examples: Alberta Alliance Mental Health and Mental Illness, Public Interest Alberta, Parkland Institute, ad hoc media relations, AHS and government ministries

3. Contribute as a leader/ team member on projects, initiatives or committees to further ACSW operational goals.

- Social Worker on Duty roster
- Peer Supervision
- Back up for Executive Director or social worker team
- Participate in work assignment and evaluation for administrative staff as required
- Participate in financial forecasting for projects as needed

### **Reporting and Accountability**

The Associate Director reports to the Executive Director/Registrar. The Associate Director completes an annual report of activities, ensures all interest groups/ committees complete annual reports and prepares regular update reports for Council meetings.

### **Authority and Scope of Operations**

This position is required to provide strong internal and external leadership for member supports, events and communications related to professional association activities for the profession of social work in Alberta. Travel within Alberta and ability to work flexible hours are required.

### **Knowledge and Skills Required**

Registered Social Worker (RSW) minimum MSW; Strong organizational ability with significant leadership and supervisory experience (8-10 years or more); Excellent interpersonal, verbal and written communication with proven professional writing and presentation skills; project management experience; collaborative practice, team processes and facilitation skills; knowledge of Health Professions Act and Regulation, Standards of Practice and Code of Ethics for social workers.

### **Key Performance Criteria**

Annual project plans and timelines in place; Annual performance agreement for self and staff in place and agreed results met; Positive feedback from Executive Director, staff supervised; Positive feedback from committee members, council, internal and external partners as relevant.