



Saskatchewan Parks and Recreation Association (SPRA) Advocacy Advisor Job Description

Classification: Consultant, full-time, two-year term.

Employment Site: Regina SPRA Office or telework options available. Telework location must be within Saskatchewan.

Position Summary and General Accountability:

As a contributor to our Communications and Research Teams, the **Advocacy Advisor** is a champion who elevates the voice of the parks and recreation industry. This role is responsible for planning, implementing and evaluating advocacy efforts, monitoring policy trends, and collaborates across teams and the industry to create compelling narratives that position parks and recreation as foundational to quality of life in Saskatchewan.

Reporting Relationships:

Reports to: Communications Manager

Job Specific Responsibilities:

- Develops and shares compelling content that aligns with SPRA's brand and advances our Strategic Direction.
- Plans, mentors, monitors and evaluates advocacy efforts and our government relations strategy.
- Identifies, recommends and pursues opportunities to advance our government relations strategy and position the parks and recreation industry as vital to quality of life.
- Drafts and presents correspondence, speaking notes, presentations, articles, information papers, and background/briefing materials to support advocacy initiatives and policy.
- Mentors and is a resource to SPRA staff and recreation providers in co-designing stories and data to support advocacy and government relations activities.
- Utilizes sound research methodologies to gather, analyze, and interpret data and translate into accessible and meaningful narratives.
- Monitors, analyzes, and interprets current policy, legislation, issues/trends and provide advice on potential implications and impacts to the parks and recreation industry.
- Designs and implements advocacy and engagement-focused events and gatherings.
- Fosters and maintains relationships with partners, government, media and vendors.
- Prepares, monitors, and is accountable to a budget.

Core Competencies:

Applicable to all SPRA employees.

Communication – Sending and receiving information

- Makes clear requests and is willing to negotiate.
- Participates in collaborative dialogue (listening to understand, reaching collaborative results with staff and parks and recreation providers).
- Supports SPRA and its purpose, people, programs, and services, at all times and through all mediums, in a positive manner.

Leadership – Inspiring action towards achieving a common outcome

- Contributes as a valuable team player.
- Models SPRA policies and procedures.
- Develops and maintains effective relationships with staff as well as parks and recreation providers.

Innovation – Introducing and applying solutions to meet requirements or unfilled needs

- Contributes to solving problems, addressing issues and improving efficiencies within SPRA.

Integrity – Following of moral and ethical principles, and doing the same as what you say

- Provides exceptional customer service.
- Plans and prioritizes tasks.
- Contributes to an atmosphere of mutual trust and respect.



Engagement – Display passion and commitment to the purpose and activities of SPRA

- Contributes collaboratively to team projects, initiatives, and service areas.
- Actively participates and is involved in team meetings, brainstorming, discussions, and planning.
- Provides feedback on SPRA activities.
- Actively participates in staff events.
- Actively lives the core values of SPRA (Participation, Respect, Accessibility, and Equity).
- Prioritizes work to ensure the needs of SPRA are met.
- Maintains a positive life-work balance.

Qualifications and Requirements:

Education and Training: A diploma or degree in Communications, Journalism, Marketing, Public Relations, Public Policy, or a comparable combination of education and experience.

Required: A minimum of four years relevant/related experience.
Excellent communication, writing, presentation, and interpersonal skills.
Strong project management and organizational skills with keen attention to detail.
Above-average proficiency with technology including but not limited to: Microsoft 365 Suite, email marketing and graphic design tools.
Flexibility to adapt to new information and solve unexpected challenges.
Accomplishing work in collaboration with others.
Demonstrated commitment to inclusive, non-partisan and evidence-based approaches.
Personal values align with the benefits of parks recreation.
Valid driver's license.
Ability to provide a Criminal Record Check and Drivers Abstract within the first ten weeks of employment.

Desired Experience: Knowledge of and familiarity with the workings of various levels of government.
Experience working with volunteers, boards, and committees in the non-profit and parks and recreation industry.
Photography and videography skills.
Knowledge of Saskatchewan's recreation and parks network and Sask Lotteries.

Work Environment: Travel and extended work hours (evenings and weekends) may be required on occasion.
Comfortable collaborating with staff in hybrid (virtual) work environment.
Able to attend in person meetings (as required).

Approved by:

Todd Shafer, Chief Executive Officer

Date: January 12, 2026