

Update

Ministry

Education

Describe: Basic Job Details

Position

Position Number

Working Title (30 characters)

Engagement Specialist

Current Class

Program Services 3

Job Focus

Supervisory Level

Business Unit

Dept ID

Program Code

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

Current organizational chart attached?

Supervisor's Position Number

Supervisor's Working Title (30 characters)

Supervisor's Current Class

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

The Strategic Engagement Branch enhances the strategic engagement capacity of the Ministry of Education and across the Government of Alberta. Core to this function, the branch serves as an engagement centre of excellence, both internal and external, for the department by supporting new and innovative ways of thinking, being and working in a complex education sector landscape.

The branch is comprised of diverse and results-driven members that: provide leadership, advice, facilitate collaborative partnerships and action, and have expertise in the design and delivery of engagement strategy, planning and tools to support technical analysis and strategic synthesis across the department, Government of Alberta and with stakeholders.

Position Purpose

Reporting to the Director, the Engagement Specialist is responsible for developing, implementing and evaluating engagement activities that empowers ministry staff, education stakeholders and partners to be fully engaged in their work. As such, the position brings subject knowledge and leadership to identify systemic problems and issues, and to develop innovative and creative solutions.

This position works closely with the manager to support the design and implementation of stakeholder engagement initiatives using innovative and effective methodologies. The Engagement Specialist plans and organizes engagement activities, creates resources and presentation materials, analyzes data, reports on engagement results and recommendations.

Project management is a critical aspect of this position. The Engagement Specialist plans and coordinates resources to identify client and stakeholder requirements, develops project plans, and manages activities to ensure completion of deliverables as planned. This position also participates in ministry working groups and committees to provide stakeholder engagement expertise and represents the perspectives and requirements of the branch as appropriate. The Engagement Specialist functions within the parameters of applicable legislation, regulations, policies and guidelines.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities ([sample policy research job](#)):

1. Provide expertise, research and analytical services to Ministry program areas to support the planning and delivery of engagement activities:
 - Promote effective and strategic engagement strategies and standards of practice for engagement.
 - Build a shared and common understanding of, and commitment to, strategic engagement.
 - Provide advice and recommendations regarding alternative methods to meeting engagement needs (e.g. existing internal and external programs, contractors, partnering with other ministries)
 - Research, analyze and share data and information on trends and issues.
 - Guide, interact, and support staff, stakeholders and partners.
 - Foster an environment of engagement throughout all interactions (e.g. consultation, facilitation, online coordination, staff interactions).
 - Live the model of innovative, effective, efficient and relevant business and engagement practices.
 - Consult with direct supervisors and clients at pre-launch, mid, and final checkpoints to clarify expectations, needs, opportunities and desired results related strategic engagement.
 - Identify and recommend greater opportunities for stakeholders to be knowledgeable about, and inform, Alberta's education system.
 - Participate in ministry and cross-ministry committees and working groups to provide perspectives and advice in relation to engagement.
 - Develop and deliver information sessions to ministry and cross-ministry representatives to promote strategic engagement and gather information to inform strategic planning.
2. Provide project management services for stakeholder engagement projects and activities to ensure consistency, quality assurance and results.
 - Support teams to establish project terms of reference, resource requirements, workflow, timelines and evaluation.
 - Monitor project processes and outcomes, initiate and coordinate adjustments and resolve conflicts and issues as required.
 - Keep branch management team apprised of status of projects, prepare briefing materials and presentations to management or stakeholders for information and input to decisions.
3. Design, develop and deliver strategic engagement activities for Ministry program areas and Government of Alberta.
 - Ensure engagement practices lead to informed decision-making and the achievement of results.
 - Collaborate with clients to determine appropriate methods and techniques that will achieve identified outcomes (e.g., facilitated sessions, online surveys, polls, videos, webinars, etc.).
 - Support the design of engagement strategies that result in effective risk mitigation.
 - Design and deliver appropriate and effective engagement activities.
 - Coordinate planning and delivery of meetings and training sessions associated with engagements.
 - Facilitate engagement activities and events.
 - Develop plans and documents in support of stakeholder engagement activities, including terms of reference, session plans, stakeholder analyses, agendas, and presentations.
 - Establish measureable program outcomes and appropriate program deliverables to achieve long-term impact.
 - Analyze data and documentation from stakeholder engagement activities, including preparing summaries of results, reports, and recommendations.
4. Support management team in achieving the Strategic Engagement Branch mandate and goals.
 - Maintain effective and positive working relationships with clients and stakeholders to ensure management team is aware of critical issues and has appropriate information to make decisions, particularly in relation to branch strategic plans.
 - Develop issues papers, briefings, proposals, and action request responses to provide senior ministry representatives and officials with information to support stakeholder engagement plans and decisions.
 - Monitor and analyze briefings, reports, news releases, newspaper articles, media coverage, and other publications and information sources to identify emerging issues with potential to impact the branch.

Problem Solving

Typical problems solved:

Issues associated with stakeholder engagement are diverse, complex, and often politically sensitive, with this position expected to apply a broad understanding of the ministry and its strategic priorities when carrying out responsibilities. The Engagement Specialist is relied on to identify issues, research and clarify the impacts of various options, interpret and synthesize stakeholder engagement information for input to reports and documents, and develop associated recommendations for the consideration of senior decision-makers.

Problems include:

Timelines can be variable and subject to change without notice.

Clients may be unclear about engagement goals and outcomes and how the engagement fits into a larger landscape.

Decision makers may have decided on an approach to an engagement that is neither appropriate nor effective but the Engagement Specialist must be able to advise and implement.

Client expectations are high.

Potential and/or perceived risks to the credibility of government are high.

There are many moving parts and all must be managed.

Challenges can be complex without solutions in sight.

Issues are sensitive and involve conflict in values for stakeholders.

Types of guidance available for problem solving:

This position contributes significantly to ensuring consistent and high quality engagement practices and approaches are applied at program, specific stakeholder and ministry-wide levels. The Engagement Specialist can rely on the guidance of the Director and Manager and seek advice and resources from appropriate and relevant sources. These sources include engagement practitioners from across the GoA and organizations such as IAP2.

Direct or indirect impacts of decisions:

Impact of outputs and decisions can impact the quality of an engagement and the relationship between stakeholders and government. Mitigating checks and balances are in place as this position works collaboratively within the team and with colleagues. This position also is expected to research and test solutions.

Key Relationships

Major stakeholders and purpose of interactions:

The Engagement Specialist has regular and ongoing contact with:

- Branch management team and representatives to collaborate on stakeholder engagement activities; exchange information; resolve issues; and provide briefings, plans and recommendations
- Ministry representatives to exchange information, provide stakeholder engagement expertise, advice and consultation, collaborate on projects and initiatives, resolve issues
- Representatives of other ministries to exchange information, resolve issues, represent branch and ministry interests, collaborate on projects
- Stakeholder representatives (e.g., students, parents, teachers, trustees, superintendents, the public) to exchange information; respond to enquiries, deliver presentations, facilitate discussions and forums, represent and promote the stakeholder engagement program, resolve issues; coordinate activities

Required Education, Experience and Technical Competencies

Education Level

Focus/Major

2nd Major/Minor if applicable

Designation

If other, specify:

Job-specific experience, technical competencies, certification and/or training:

The position requires a university degree combined with minimum two years experience in project management, and in designing and facilitating engagement events and activities.

Certified training in disciplines supporting stakeholder engagement is preferred, including:

- Project Management

- International Association for Public Participation (IAP2)
- Systemic Design or Design Thinking
- Evaluation
- Social Innovation
- Facilitation

In addition, demonstrated knowledge and competencies in the following areas are required:

- Stakeholder engagement theories, methodologies and practices
- Universal Methods of Design
- Adult and youth learning principles and practices
- Program research, design and evaluation
- Digital engagement design and delivery (e.g., Zoom, WebEx, Novisurvey, Opinio, Adobe Captivate, etc.)

The position requires the following skills and abilities:

- Self-reflective leadership
- Ethical and entrepreneurial spirit
- Ability to achieve results
- Ability to thrive in complex environments
- Expert project management skills
- Strong design and facilitation skills
- Strong writing and editing skills
- Strong research and analytical skills
- Effective verbal and listening skills
- Ability to solve problems, creatively and innovatively
- Ability to collaborate effectively with internal and external partners
- Ability to build strong working relationships both internal and external to the ministry
- Ability to plan, organize and prioritize work
- Demonstrated creativity and analytical ability to develop and implement new programs and initiatives
- Demonstrated ability to work both independently and in a collaborative team environment
- Resiliency, agility and adaptability

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level					Level Definition	Examples of how this level best represents the job
	A	B	C	D	E		
Creative Problem Solving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<p>Works in open teams to share ideas and process issues:</p> <ul style="list-style-type: none"> • Uses wide range of techniques to break down problems • Allows others to think creatively and voice ideas • Brings the right people together to solve issues • Identifies new solutions for the organization 	<p>Conducts research and utilizes a wide variety of methodologies and methods.</p> <p>Thinks outside the box and should demonstrate an innovative mindset.</p> <p>Applies systems thinking and understands that an issue or problem may have wider connections and implications in addition to the obvious.</p> <p>Experiments and takes informed risks.</p> <p>Reaches out to other experts and practitioners for advice and feedback.</p> <p>Able to pivot and reframe in the moment.</p> <p>Uses intuition as well as</p>

			acquired knowledge and experience.
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment 	<p>Wears many hats - analyst, cheerleader, coach, critic and recognizes the right hat to wear in a moment. Demonstrates the APS values in all interactions, especially in times of conflict, high expectations and frustrations. Works to bring out the best in people. Builds constructive and positive relationships. Acknowledges, solicits and appreciates diversity in perspectives and experiences of stakeholders. Gives recognition and appreciation.</p>
Drive for Results	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Works to remove barriers to outcomes, sticking to principles:</p> <ul style="list-style-type: none"> • Forecasts and proactively addresses project challenges • Removes barriers to collaboration and achievement of outcomes • Upholds principles and confronts problems directly • Considers complex factors and aligns solutions with broader organization mission 	<p>Manages multiple projects effectively and meets timelines. Anticipates challenges and develops contingencies. Seeks opportunities and solutions. Understands the larger picture and how a project enhances that picture. Embraces and deals with complexity.</p>

Benchmarks

List 1-2 potential comparable Government of Alberta [Benchmarks](#):