

Ministry

Environment and Protected Areas

**Describe: Basic Job Details**

**Position**

Position ID

Position Name

Provincial Engagement Manager

Requested Class

Manager (Zone 2)

Job Focus

Corporate Services

Supervisory Level

01 - Yes Supervisory

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

**Employee**

Employee Name (or Vacant)

Vacant

**Organizational Structure**

Division, Branch/Unit

Strategic & Integrated Svc., Eng. and Indig. Initiatives

Supervisor's Position ID

Supervisor's Position Name

Dir. Engagement & Education

Supervisor's Current Class

Senior Manager (Zone 2)

**Design: Identify Job Duties and Value**

**Job Purpose and Organizational Context**

Why the job exists:

The Provincial Engagement Manager oversees a team of senior professional staff in the formulation and execution of provincial engagement strategies that inform the development of programs, policies, regulations and legislation associated with environmental management in the province. The scope and scale of engagements are diverse and span audiences that include stakeholders, Indigenous peoples and the general public. The position also leads the establishment of provincial engagement forums where meaningful stakeholder engagement and relationship building can occur. The Provincial Engagement Manager reports to the Director of Engagement and Education in the Engagement and Indigenous Initiatives Branch of the Strategic and Integrated Services Division.

**Responsibilities**

1. Manage the planning and delivery of EPA's province-wide public, stakeholder and Indigenous community engagement.
  - Oversee the development and execution of comprehensive strategic engagement plans that align with department objectives and priorities.
  - Provide strategic advice to program leaders that enables the effective incorporation of engagement approaches to inform the development of programs, policies, regulations and legislation.
  - Ensure the application of appropriate methodologies in the design and implementation of engagement to gather

accurate and useful feedback.

- Ensure inclusive, barrier-free and culturally sensitive engagement design for a range of stakeholder groups and partners (e.g. industry, environmental associations, interest groups, other governments, agencies, indigenous communities, etc.)
- Assess active and planned engagements from across the department to identify areas for increased integration to avoid stakeholder frustration and engagement fatigue.

2. Develop and maintain productive external stakeholder relationships and alliances that can be leveraged in ongoing forums to support environmental policy development and advancing the department's priorities.

- Lead the development of stakeholder profiles and analysis of stakeholder expertise, areas of interest, capacity and spheres of influence to ensure appropriate inclusion during engagement planning and implementation.
- Lead the formation of advisory committees, working groups and stakeholder forums to enable issues assessment and solutions identification to enhance Alberta's environmental management and integrated resource management system.
- Proactively identify opportunities for collaboration and partnerships to enhance engagement outcomes and achieve mutual objectives
- Lead the design and facilitation of interactive sessions that encourage open dialogue, active participation, and collaboration among diverse groups of stakeholders.

3. Manage the analysis and synthesis of feedback collected through EPA's engagement processes to support department decision-making and priorities

- Guide the systematic analysis of engagement feedback to accurately identify recurring themes, trends and patterns
- Synthesize engagement feedback into reports, presentations and briefings that accurately convey stakeholder sentiment and identify insights that support the decision-making process.
- Lead the application of appropriate methodologies to analyze qualitative and quantitative data, identifying insights, themes and trends to inform engagements underway within the department.
- Oversee the administration, use and reporting of the departments stakeholder management system.

4. Manage a team of provincial engagement specialists

- Foster a culture of continuous learning and professional development within the engagement team. Provide coaching and mentoring supports to team members.
- Lead the implementation of the unit's performance excellence program.
- Track, evaluate and report on the unit's public, stakeholder, and Indigenous community engagements
- Oversee and administer the unit's budget, including the authorization of expenditures (materials, supplies, travel, etc.)
- Manage the unit's budget and forecasts, including the authorization of expenditures (materials, supplies, travel, etc.)
- Prepares briefing notes, responds to action requests and executive correspondence, as required.
- Acts in the Director position, as required.



## Problem Solving

Typical problems solved:

Natural resource management and environmental issues increasingly impact the work of multiple ministries, sectors and jurisdictions and have a national and international impact on Alberta's reputation for managing its resources in an environmentally responsible way that enables social acceptance for increased and improved market access.

The Provincial Engagement Manager is relied upon to guide the Ministry's approach for understanding public and stakeholder perspectives to support the development of policies, programs, regulations and legislation that reflects the needs of Albertans. In conducting this work, the Manager must enable the development of approaches that balance the

need for transparent, open, effective, and coordinated opportunities for public input with the macro-level outcomes the government is trying to achieve. The Provincial Engagement Manager provides a bridge between department policy makers, stakeholders, Indigenous communities and the public.

Typical problems solved by the position include:

- Designing engagement approaches that balance broad stakeholder and public expectations with EPA's focused feedback requirements.
- Ensuring the design of EPA's engagements meet the needs of the public, stakeholders and Indigenous communities (including adequacy requirements when a project has the potential to adversely impact Aboriginal or Treaty rights).
- Understanding broader themes and trends in the feedback being received through all EPA engagements to proactively inform senior leadership about stakeholder sentiment and identify opportunities for increased collaboration.
- Designing engagement approaches that enable participants with polarized views to find areas of consensus and identify solutions that are mutually beneficial.

Types of guidance available for problem solving:

The Provincial Engagement Manager exercises considerable creativity and problem-solving when ascertaining the appropriate engagement approaches to utilize to inform policy decision-making associated with management of Alberta's air, land, water and biodiversity. The Manager has considerable freedom to develop and pursue the methods, tools and activities needed to collect feedback from stakeholder and the public to inform program and policy decision-making. This work is supported by utilizing professional and technical networks, supplemented by knowledge and understanding of the interrelationships between environmental, economic and social values. Additional guidance and methodologies are also accessed via resources produced by the International Association for Public Participation.

The only policy guidance associated with the work relates to the engagement of Indigenous communities when an initiative is deemed to have the potential for adversely impact Aboriginal or Treaty rights. Consultation process in those instances is guided by: *The Government of Alberta's Guidelines on Consultation with First Nations on Land and Natural Resource Management*.

Direct or indirect impacts of decisions:

The advice and analysis provided by the Provincial Engagement Manager to management staff across the department and senior decision-makers can have a direct influence on the development of programs, policies, regulation and legislation. The work overseen by this position also has a direct impact on the level of trust and overall relationship the Ministry has with stakeholders, the public and Indigenous communities. The impact of delivering successful engagement programs is substantive and widespread, often influencing public support for government programs and policies.

## Key Relationships

Major stakeholders and purpose of interactions:

External stakeholders (e.g. energy sector, forestry sector, recreation and tourism groups, water stewardship groups, airshed groups, ENGOs, environmental education organizations, etc.). Purpose: Implementing effective engagement approaches that cater to the needs of these audiences and ensures stakeholder perspectives are accurately summarized for decision-makers. The interactions are centred around sharing information, collecting feedback, building strategic working relationships and identifying opportunities for collaboration.

Indigenous communities. Purpose: Designing engagement approaches that address consultation adequacy requirements when a project has been deemed to potentially have adversely impacts on the exercise of Aboriginal or Treaty rights. These relationships are centred around meaningful engagement and the identification of reasonable accommodations.

Members of the public. Purpose: Implementing engagement approaches that solicit feedback from target audiences to understand sentiment and perspectives related to program, policy, regulation and legislation proposals. This work includes the delivery of education and outreach activities to raise the knowledge of target audiences to foster informed feedback during the engagement process.

Environment and Protected Areas managers and senior officials. Purpose: Coordination, alignment and approval of engagement strategies/tools. Aligning capacity to support the delivery of the Ministry's engagement activities.

Communications and Public Engagement. Purpose: Coordination, alignment and approval of engagement strategies/ tools.

### Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Other		

If other, specify:

Communications, Public Relations and Public Participation

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

#### Knowledge and Experience

- Minimum of six years of experience in a related engagement-specialist or engagement manager role.
- Advanced knowledge of public participation theory and practice (IAP2 certification preferred)
- Advanced knowledge of community and stakeholder relations
- Experience leading a range of engagement processes with varied tools and techniques
- Experience leading projects and applying project management principles
- Experience cultivating and leveraging strategic partnerships (internal and external)
- Experience planning, implementing, delivering and evaluating complex strategies, programs and projects
- Supervisory knowledge and experience within the GOA
- Knowledge of government financial processes and procurement practices considered an asset

#### Skills

- Strong leadership skills and the demonstrated ability to build and maintain collaborative relationships with stakeholders and external partners
- Excellent interpersonal skills. The ability to seek and establish relationships, influence others, negotiate and build consensus and mediate disputes
- Advanced written, verbal and visual communication skills (with a focus on presenting complex information in plain language that is suitable for identified audiences)
- Advanced problem solving skills (demonstrated experience synthesizing and interpreting complex concepts and data)
- Advanced presentation skills
- Advanced facilitation skills
- Advanced relationship building skills (with a focus on team collaboration, multi-stakeholder relationships and partnership development)
- Strong organizational skills with demonstrated experience managing multiple complex tasks simultaneously
- Time management and project management skills to adapt to changing priorities
- Digital information management and technology skills (Microsoft Office suite, emerging communication technologies)
- Strategic and systems thinking skills to develop and encourage commitment to new approaches, work within a broadly defined conceptual framework, and manage multiple complex issues
- Research and analysis skills

## Behavioral Competencies

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 checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>Engages the community and resources at hand to address issues:</p> <ul style="list-style-type: none"> <li>Engages perspective to seek root causes</li> <li>Finds ways to improve complex systems</li> <li>Employs resources from other areas to solve problems</li> <li>Engages others and encourages debate and idea generation to solve problems while addressing risks</li> </ul>	<p>Identifying areas of consensus/compromise within diverse and sometimes polarized range of stakeholder perspectives and feedback. The position must design engagements to identify viable approaches that acknowledge areas of agreement/disagreement and the associated trade-offs. Approaches need to provide decision-makers with confidence when making decisions that balance competing stakeholder interests.</p>
Agility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<p>Proactively incorporates change into processes:</p> <ul style="list-style-type: none"> <li>Creates opportunities for improvement</li> <li>Is aware of and adapts to changing priorities</li> <li>Remains objective under pressure and supports others to manage their emotions</li> <li>Proactively explains impact of change on roles, and integrates change in existing work</li> <li>Readily adapts plans and practices</li> </ul>	<p>Adapting engagement strategies/approaches to effectively manage risks that unexpectedly arise when working with stakeholders and the public. The position proactively identifies potential challenges, develops contingency plans, and navigates through uncertainties ensuring the engagement activities remain responsive and resilient to the needs of the engagement participants while meeting the information needs of decision-makers.</p>

Develop Networks	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Makes working with a wide range of parties an imperative:</p> <ul style="list-style-type: none"> <li>• Creates impactful relationships with the right people</li> <li>• Ensures needs of varying groups are represented <ul style="list-style-type: none"> <li>• Goes beyond to meet stakeholder needs</li> <li>• Ensures all needs are heard and understood</li> </ul> </li> </ul>	<p>Leveraging well-established networks to enhance the department's ability to collect diverse perspectives and feedback to support a comprehensive understanding of the issues and perspectives decision-makers need to be aware of when creating environmental policy. The position actively cultivates these networks and creates opportunities for collaboration, knowledge sharing and relationship building that leads to more informed and inclusive decision-making.</p>
Build Collaborative Environments	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>	<p>Involves a wide group of stakeholders when working on outcomes:</p> <ul style="list-style-type: none"> <li>• Involves stakeholders and shares resources</li> <li>• Positively resolves conflict through coaching and facilitated discussion</li> <li>• Uses enthusiasm to motivate and guide others</li> <li>• Acknowledges and works with diverse perspectives for achieving outcomes</li> </ul>	<p>Fostering a culture of open communication, trust and respect among diverse groups of stakeholders. The position employs inclusive facilitation techniques that encourage active participation and the ability for diverse views and perspectives to be heard. By empowering stakeholders to collaboratively explore ideas and find common ground, it opens the door for diverse groups to work toward shared goals.</p>
Develop Self and Others	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Plans according to career goals and regular development:</p> <ul style="list-style-type: none"> <li>• Aligns personal goals with career goals</li> <li>• Leverages strengths; attempts stretch goals</li> <li>• Provides feedback and openly discusses team performance</li> <li>• Values team diversity, and supports personal development</li> </ul>	<p>Guides the priorities and activities of EPA's Engagement unit. Builds the team's capacity/expertise in the skills required to conduct effective engagement utilizing the performance excellence program. Provides coaching and mentoring to team members to support employee engagement and career growth.</p>