

## New

Ministry

Communications and Public Engagement

### Describe: Basic Job Details

#### Position

Position ID

Position Name (30 characters)

Public Engagement Specialist

Requested Class

Program Services 4

Job Focus

Corporate Services

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

#### Employee

Employee Name (or Vacant)

Vacant

#### Organizational Structure

Division, Branch/Unit

Insights, Public Engagement

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Supervisor's Current Class

Manager (Zone 2)

### Design: Identify Job Duties and Value

#### Job Purpose and Organizational Context

Why the job exists:

Reporting to the Assistant Director, Public Engagement, the Public Engagement Strategist provides leadership and strategic advice to support Ministries' public engagement projects, as well as best practices as they relate to those projects.

The Public Engagement Strategist position provides strategic advice, analysis, and project management services relating to the planning, delivery, and evaluation of stakeholder engagement initiatives across all ministry initiatives involving stakeholder groups and the public. The Public Engagement Strategist will apply expert knowledge of public engagement theory, methods, and best-practices to develop and support effective engagement for Albertans using a variety of methods, including online and in-person environments. This includes working closely with internal clients on needs assessments, providing advice on designing good engagement process and activities, and setting clear objectives to ensure the integrity of each engagement.

The Public Engagement Strategist will provide leadership on CPE's list of pre-qualified vendors, in which they will foster strong relationships with pre-qualified vendors, ensuring clear communication of project requirements and timelines. Cross-government collaboration, coordination, and project management are critical aspects of this position, with the Public Engagement Strategist providing expertise across ministries and projects.

The Public Engagement Strategist supports the review and approval of engagement plans supporting government's

policy initiatives. This involves working closely with policy directors in Policy Coordination Office, Executive Council to supply advice and timely feedback to departments as they develop and finalize their engagement plans.

The Public Engagement Strategist provides a corporate service to government clients by supporting oversight and development of digital public engagement and public engagement processes. As such, the Public Engagement Strategist can assess and translate complex matters into effective, strategic public engagement approaches and encourage best practices. When required, the Engagement Strategist may lead complex projects on behalf of CPE or other departments.

The Public Engagement Strategist may be required on occasion to support or manage engagement initiatives. This position may also work with other staff to deliver Ministry-sponsored strategic stakeholder engagement initiatives, develop, and implement innovative and consistent approaches for stakeholder engagement, and contribute to the preparation of department strategies and plans

The Public Engagement Strategist may be required to support and facilitate on-site engagements, which may include evening and weekends.

The Public Engagement Strategist may be required to act as the AD of Public Engagement from time to time.

## Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

### **1 ) Consultation, analysis, facilitation, and project management services are provided to support the planning and delivery of public and stakeholder engagement activities for program areas.**

- As CPE's Public Engagement Strategist, you will work with project managers and staff in government ministries to evaluate and provide feedback on strategic engagement plans. This supports public and stakeholder engagement, gives client areas feedback on public participation, uses best practices for communication and engagement design, and helps the organization continuously improve its engagement practices.
- Help to facilitate and implement stakeholder engagement, information gathering, and coordinate associated development. This may include but is not limited to Telephone Town Halls, in person engagements, hybrid and online events, and others as determined.
- Demonstrate leadership to provide an understanding among internal and external stakeholders of the strategic direction of an engagement plan as it relates to overall government mandates and priorities.
- Analyze the development and review of engagement plans. Provide input to project management to ensure the plan's integrity and "big picture" focus.
- Analyze project plans, reports, and other documentation for the stakeholder impact, reaction or engagement needs
- Provide input into reporting for reporting for CPE of these engagement activities, which may include but is not limited to : bi-weekly SEP reports, CPE PE quarterly reports, year in review etc.
- Provide input into and support the implementation of new projects

### **2) Provide leadership to CPE's recently launched list of pre-qualified engagement vendors.**

- Maintain regular communication with pre-qualified vendors to ensure they understand project requirements, timelines, and updates.
  - Support promotion of the PQR by liaising internally with Ministries to ensure awareness.
  - Assess vendor performance based upon pre-determined criteria to ensure that they meet the GoA's standards.
  - Document and report records of vendor interactions, agreements, and performance.
  - Generate reports to track vendor performance and identify areas for improvement.

### **3) Provide strategic advice to GoA Ministries and support whole-of-government capacity.**

- Develop briefing materials and prepare leaders in advance of engagement activities and meetings.
- Develop reporting tools in collaboration with CPE Research to provide timely information on overall participation of Albertans in public engagement.
- Remain current on best practices, theory and technological advances in the realm of stakeholder specific engagement. This may include internal and external networks geared to enhance proficiency and understanding of strategic and critical issues in digital engagement and public consultation.
- Establish professional networks with key engagement collaborators and practitioners within the GoA, other governments, related sectors or organizations, and communities of practice to exchange knowledge, learning,

tools and resources.

#### 4) Provide leadership to a whole-of-government digital public engagement platform for the GoA.

- Customize and adapt digital public engagement processes to meet the distinct needs or interests of diverse clients and stakeholders.
- Work with CPE website development and user experience teams to ensure digital engagement platform adheres to GoA web standards and processes, including web accessibility and strategic content.
- Identify issues and ongoing opportunities for continuous improvement of the digital public engagement platform and community based on experiences of Albertans and GoA users.
- Work with PE research team to ensure effective and consistent survey design and analysis for all digital public engagement projects

### Problem Solving

Typical problems solved:

The Public Engagement unit in the Public Engagement Branch is responsible for numerous corporate priorities, many with short timelines. Reporting to the Assistant Director, Public Engagement, the Public Engagement Specialist is responsible for providing strategic advice and guidance to whole of government initiatives and will continue to maintain a high-level of service across all departments, including major initiatives for the Premier's Office. Typical problems that the Specialist will be solving include working with departments to provide solutions to issues regarding best practice, guide them through the approval of a pre-qualified vendor list, developing strategies for the community of practice, and other issues as needed

Types of guidance available for problem solving:

Guidance available for problem solving includes consultation and coordination with the Assistant Director, Public Engagement and the Director, Public Engagement. The successful candidate could also seek guidance from the other Engagement staff within the Public Engagement team. The incumbent also has support from other branch colleagues. This position is expected to work independently and to exercise significant creativity and problem solving when determining the appropriate engagement approaches to use in support of each Ministry's engagement plans.

Direct or indirect impacts of decisions:

Decisions made by this position will impact the scope of reach for departmental initiatives (e.g. this role makes recommendations on who to engage with, the information presented to and obtained from stakeholders.) This in turn has a direct impact on the information gathered from engagement projects, which directly impacts what policy options are put forward by the departments for consideration.

The impact of these decisions and work can be felt by all Albertans, as the Public Engagement unit has worked on impactful projects such as Alberta Pension Plan, 2023 Wildfire, Telephone Town Halls.

### Key Relationships

Major stakeholders and purpose of interactions:

Policy Coordination Office, Executive Council :

Provide strategic advice and feedback on engagement plans. Coordinate joint responses to department clients. Maintain the integrity of the approval process and support timely submission of engagement plans to cabinet. Maintain ongoing working relationships to support effective collaboration and coordination of cross-government initiatives.

Department professional staff :

Lead or support engagement activities on behalf of project teams or individual clients. Provide strategic engagement direction, coaching, advice and support. Collaborate in problem-solving, issue identification, engagement planning and co-ordination, relationship-building, and referrals. Facilitate learning to increase capacity and competency.

Division Management and Colleagues:

Offer input into operational plans and priorities. Participate in problem-solving. Assist with process design and help identify and maximize opportunities for collaboration.

**Department Management and Executives:**

Provide systems, strategic and operational advice to support stakeholder and collaborate to identify internal issues, solve problems, foster continuous improvement, and capacity-building.

**Key Stakeholders & Clients (Internal or External):**

Build effective engagement approaches catering to the unique needs of diverse target audiences. Exchange information, build strategic working relationships, and identify collaborative opportunities.

**Engagement Practitioners & Collaborators:**

Cross-Ministry, other government, complementary or collaborating agencies and organizations Exchange information, build strategic working relationships, identify collaborative opportunities, and exchange best practices, new and promising tools, and techniques.

**Required Education, Experience and Technical Competencies**

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

If other, specify:

Public Engagement or Communications

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

**Technical Knowledge, Certification or Training:**

- Advanced knowledge of public participation theory and practice (IAP2 certification preferred).
- Advanced knowledge of community and stakeholder relations.
- Advanced knowledge of new and innovative engagement processes, better practices, tools and techniques.
- Project management knowledge supplemented with several years of demonstrable experience.
- Experience cultivating and leveraging strategic partnerships (internal and external).
- Experience planning, implementing, delivering and evaluating complex strategies, programs and projects.
- Knowledge of the relationship between public engagement and decision making.

**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		
Agility	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Identifies and manages required change and the associated risks: <ul style="list-style-type: none"> <li>• Identifies alternative approaches and supports others to do the same</li> <li>• Proactively explains impact of changes</li> <li>• Anticipates and mitigates emotions of others</li> <li>• Anticipates obstacles and stays focused on goals</li> <li>• Makes decisions and takes action in uncertain situations and creates a backup plan</li> </ul>	The Public Engagement Specialist will need to be flexible and adaptable to different techniques and engagement facilitation strategies based on the outcomes desired.  The Specialist will need able to adapt quickly to changing circumstances, whether it's shifting priorities, new technologies, or unexpected challenges.
Creative Problem Solving	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Focuses on continuous improvement and increasing breadth of insight:	The Specialist will need to be a strong collaborators who will work well in cross-

		<ul style="list-style-type: none"> <li>• Asks questions to understand a problem</li> <li>• Looks for new ways to improve results and activities</li> <li>• Explores different work methods and what made projects successful; shares learning</li> <li>• Collects breadth of data and perspectives to make choices</li> </ul>	functional teams. They understand the importance of communication, transparency, and feedback in achieving shared goals, and they actively contribute to a culture of collaboration and continuous improvement.
Drive for Results	○ ● ○ ○ ○	<p>Works to exceed goals and partner with others to achieve objectives:</p> <ul style="list-style-type: none"> <li>• Plans based on past experience</li> <li>• Holds self and others responsible for results</li> <li>• Partners with groups to achieve outcomes</li> <li>• Aims to exceed expectations</li> </ul>	The Public Engagement Specialist is required to produce high quality deliverables in a timely basis and be accountable and responsible for their work. The Specialist may be working on project teams and may need to delegate tasks in order to ensure deadlines for deliverables are met. The deliverables of this position are highly visible to a public audience and will be under extreme scrutiny where accuracy of information is essential.
Build Collaborative Environments	○ ○ ● ○ ○	<p>Collaborates across functional areas and proactively addresses conflict:</p> <ul style="list-style-type: none"> <li>• Encourages broad thinking on projects, and works to eliminate barriers to progress</li> <li>• Facilitates communication and collaboration</li> <li>• Anticipates and reduces conflict at the outset</li> <li>• Credits others and gets talent recognized</li> <li>• Promotes collaboration and commitment</li> </ul>	<p>-Facilitate the review of engagement designs and consultation processes with the appreciation of how different stakeholders hold unique perspectives and may view the information differently:</p> <ul style="list-style-type: none"> <li>- Need to tailor the approach and the information to the appropriate audiences.</li> <li>- Need to maintain strong communication to support education, engagement and consultative processes recognizing difference in opinions seeking open communication and recognition of different perspectives.</li> <li>- May need to use conflict</li> </ul>

			resolution skills while designing engagements with key stakeholders, the public and Indigenous populations.
Develop Networks	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/>	Leverages relationships to build input and perspective: <ul style="list-style-type: none"> <li>• Looks broadly to engage stakeholders</li> <li>• Open to perspectives towards long-term goals</li> <li>• Actively seeks input into change initiatives</li> <li>• Maintains stakeholder relationships</li> </ul>	Establish and maintain a strong network of contacts within CPE, other ministries, with external stakeholders and vendors: <ul style="list-style-type: none"> <li>- need to maintain stakeholder relationships and to seek input into a variety of topics</li> <li>- need to understand the individual and desired outcomes of the engagement and provide recommendations of the best engagement approaches.</li> </ul>

**Benchmarks**

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

PS04 Engagement and Consultation Specialist (Environment and Protected Areas)

**Assign**

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

\_\_\_\_\_  
Employee Name

\_\_\_\_\_  
Date yyyy-mm-dd

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Supervisor / Manager Name

\_\_\_\_\_  
Date yyyy-mm-dd

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Supervisor / Manager Signature

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Director / Executive Director Name

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Date yyyy-mm-dd

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Director / Executive Director Signature

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DM Name

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