

**NON-MANAGEMENT JOB DESCRIPTION
POINT RATING EVALUATION PLAN**

Working Title Senior Engagement Specialist	Name
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Position Number	Reports to Position No., Class & Level	Division, Branch / Unit Stakeholder Engagement and Student Supports Branch Programs, Engagement and Innovation Division	Ministry Advanced Education
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Present Class Program Services 4	Requested Class
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Dept ID	Program Code	Project Code (if applicable)
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PURPOSE: Give a brief summary of the job, covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization (see Non-Management Job Description Writing Guide [Pages 7-8](#)).

The Stakeholder Relations and Engagement Unit within the Programs, Engagement and Innovation Division leads the development of, and consultation on, priority divisional and ministerial strategic and transformative projects. The Unit leads, supports and consults on strategic initiatives to ensure that they are effectively designed and implemented to realize outcomes from government and policy direction in support of systemic change of the adult learning system. Among other functions, the Unit provides engagement and change management support to other Branches in the sector, the Assistant Deputy Minister, the Deputy Minister and the Minister on the development and formulation of key strategic projects, and ensures that key division policies support and reflect the province’s broader social, economic and environmental priorities. The Branch also supports other areas of the division in the implementation of operational policies. In particular, the Engagement team within the Branch ensures a coordinated and integrated approach to engagement and policy development by consulting, collaborating, and negotiating with representatives of the ministry, other Government departments, the adult learning system, and stakeholder organizations.

The Engagement team fosters a culture of strategic stakeholder engagement and relations within the Ministry through provision of innovative services, supports, and practices. In collaboration with the adult learning sector, the branch finds innovative solutions and fosters dialogue with Albertans to share research and insights, build collaborative relationships, and develop common understandings.

Position Summary

The Senior Engagement Specialist provides consultation, analytical, facilitation, research, and project management services relating to the planning, delivery, and evaluation of stakeholder engagement initiatives for Ministry program areas or stakeholder groups. This position also works with the branch management team to deliver major Ministry-sponsored strategic stakeholder engagement initiatives, develop and implement innovative and consistent approaches for stakeholder engagement, and contribute to the preparation of branch strategies and plans.

In addition, the Senior Engagement Specialist leads the development and delivery of the engagement initiatives on behalf of Alberta Advanced Education, particularly initiatives that involve stakeholders adult learning stakeholders outside of the post-secondary system (eg. Industry, employers, foundational learning providers, private career colleges, etc.). This position provides programming development, relationship building, research and analysis, and event coordination services to enhance the capacity of adult learning stakeholders to offer meaningful input to Ministry decisions impacting their education. The Senior Engagement Specialist plans and organizes engagement initiatives, creates resource and presentation materials, analyses data, and reports on engagement results, findings, and recommendations.

Consultation and project management are a critical aspects of this position, with the Senior Engagement Specialist planning and coordinating resources to identify client and stakeholder requirements, developing project plans, delegating responsibilities to project teams, and managing activities to ensure deliverables relating to stakeholder engagement initiatives are completed as planned. This position also participates in Ministry and external teams and working groups to provide stakeholder engagement expertise and represent the perspectives and requirements of the branch as appropriate. Reporting to the Manager, the Senior Engagement Specialist functions within the parameters of applicable legislation, regulations, policies, and guidelines.

RESPONSIBILITIES AND ACTIVITIES: The purpose of the job can be broken down in different responsibilities and end results. Each end result shows what the job is accountable for, within what framework and what the added value is. Normally a job has 4-8 core end results. For each end result, approximately 3-6 activities should be described (see Writing Guide [Pages 9-10](#)).

1. Consultation, expertise, analytical, facilitation, research and project management services are provided to support the planning and delivery of stakeholder engagement activities for program area and Ministry-sponsored initiatives.

Activities:

- Provides Ministry representatives with advice and consultation relating to the planning, design and delivery of stakeholder engagement initiatives, including participating or leading teams and committees developing strategies and identifying outcomes and outputs for engagements.
- Develops plans and documents in support of stakeholder engagement events and facilitation processes, including terms of reference, session plans, stakeholder analyses, agendas, and presentations.
- Determines appropriate methods and techniques to achieve identified stakeholder engagement outcomes, facilitate information gathering, and coordinate associated development and distribution of information.
- Analyzes data and documentation secured through stakeholder engagement events, sessions and initiatives, including analyzing and preparing summaries of results, reports, and recommendations.
- Monitors and addresses participant and stakeholder questions relating to facilitated sessions and other engagement events.
- Facilitates, presents and leads engagement events, workshops, sessions, and meetings with program to senior ministry representatives, cross government partners and stakeholders.
- Works with senior branch staff to confirm alignment and coordination of Ministry-sponsored stakeholder engagement events with Ministry Engagement Strategy.
- Provides project management services for stakeholder engagement initiatives, including establishing project terms of reference, identifying resource requirements, planning and assigning work, and monitoring activities.

2. Lead in the development and implementation of innovative engagement processes and initiatives to stakeholders in the adult learning system with opportunities for meaningful input to strategic decisions at the Ministry and system levels.

Activities:

- Provides advice and recommendations to senior Ministry representatives in relation to strategic decisions regarding stakeholder engagement.
- Leads in the planning and delivery of meetings, training sessions, and forums associated with stakeholder engagement, including arranging participation of Ministry and stakeholder representatives and securing and evaluating services provided by contractors.
- Disseminates information and facilitates discussions at stakeholder engagement events and meetings.
- Researches, analyzes, and shares data and information on trends and issues facing Alberta learning providers and other stakeholders of the adult learning system.
- Prepares action request responses, ministerial correspondence, briefing notes, and other documents pertaining to stakeholder issues or concerns.
- Designs innovative tools (e.g., surveys, polls, and evaluation forms) to facilitate stakeholder engagement in multiple platforms and venues.
- Creates materials, resources, and pre- and post-event packages for stakeholder engagement initiatives and drafts original content for internal and external websites.
- Leads and participates on Ministry and Cross-Ministry Committees and working groups as they relate to stakeholder engagement as needed

3. Build collaborative relationships which are initiated, supported, maintained, fostered and enhanced, with representatives of the ministry, other Government departments, the adult learning system, and stakeholder organizations.

Activities:

- Develops and maintains positive working relationships with representatives of the ministry, other Government departments, the adult learning system, and stakeholder organizations in achievement of common outcomes and goals.

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- Facilitates the sharing of trends, issues and best practices by working closely with stakeholder organizations and facilitating connections across the system.
 - Demonstrates leadership and works to facilitate and build an understanding among internal and external stakeholders of the ministry's strategic direction, mandates and priorities.
 - Raises awareness within the department about opportunities and emerging issues relating to best practices in stakeholder engagement and relationship building.
4. Enhances stakeholder engagement capacity throughout the Ministry through actively planning and implementing engagement initiatives and guiding and/or advising colleagues on their engagement efforts.

Activities:

- Completes environmental scanning, research, and analysis on emerging best practices for stakeholder engagement and relations.
 - Teaches, coaches, guides or advises Ministry colleagues and senior leaders to better understand the engagement needs of the ministry, present on principles and best practices in engagement, and provide appropriate engagement tools and resources.
 - Coordinates the gathering and dissemination of information regarding stakeholder profiles and engagement activity through data collection, report writing, and presentations.
 - Analyses project plans, reports, and other documentation for the stakeholder impact, reaction or engagement needs.
 - Provides guidance to, and responds to queries from, stakeholders, divisions and other partners on the application of the legislative and regulatory frameworks
 - Provides strategic communications advice to senior branch and Ministry representatives in relation to stakeholder engagement initiatives and activities at Ministry, program area, and specific stakeholder levels.
5. The Manager and the Policy & Engagement Branch is supported in achieving the Branch, Sector, Division and Ministry mandate and goals.

Activities:

- Maintains effective 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.
- Develops issues papers, briefings, proposals, and action request responses to provide senior Ministry representatives and officials with information to support stakeholder engagement plans and decisions.
- Monitors and analyses briefings, reports, news releases, newspaper articles, media coverage, and other publications and information sources to identify emerging issues with potential to impact the branch.
- Provides cover-off and Acting responsibility as needed for the Manager, Stakeholder Relations.

SCOPE: List specific information that illustrates the challenges, problem solving and creativity requirements and decision making capacity of the position. Also identify the internal or external areas the job impacts (see Writing Guide [Pages 11-12](#)).

This position contributes significantly to the Ministry's strategic engagement program that focuses on ensuring consistent and high quality engagement practices and approaches are applied at program area, specific stakeholder, and Ministry-wide levels. In addition to providing stakeholder engagement consultation, expertise, analytical, facilitation, and project management services, the Senior Engagement Specialist is responsible for planning and delivering programming, research and analysis, event coordination, and other services for the Ministry's strategic engagement program.

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 Senior 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.

This position must understand the complex relationships that exist with stakeholders and be able to integrate the occasionally conflicting perspectives and priorities of clients and stakeholders when coordinating the development of

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stakeholder engagement plans, strategies, and initiatives. The Senior Engagement Specialist is expected to develop effective working relationships with Ministry representatives, traditional and non-traditional stakeholders, vendors, and service providers to support and facilitate stakeholder engagement activities.

This position has a direct impact on the manner in which stakeholder engagement programming is delivered by the Ministry, with the Senior Engagement Specialist expected to provide reliable and substantiated advice and analysis while remaining aware of issues, trends, and best practices relating to stakeholder engagement. This position must be also be knowledgeable of legislation and policies relating to working with the Adult Learning System (e.g., Post-Secondary Learning Act; Tuition Fee Regulation; Program of Study Regulation; Student Financial Assistance Act; Access to the Future Act; Alberta Centennial Education Savings Plan Act; Private Vocational Schools Act; Freedom of Information and Protection of Privacy Act etc.) to ensure policies and programs are appropriate and deliverable within legislation and regulations and/or to identify required amendments. In addition, the Senior Engagement Specialist interacts with all levels of Ministry staff, cross ministry partners, post-secondary students and associations, board chairs, faculty, and the public, exercising discretion and independence when representing the engagement program and Ministry.

This position works within the parameters of established legislation, frameworks policies, plans, and guidelines, with significant discretion to determine approaches to responsibilities. The ability to prioritize work to meet non-negotiable deadlines and coordinate assignments with tight and often concurrent timeframes is essential. Matters with potential for significant impact on business operations or resource allocations are discussed with the supervisor, who is also available for assistance when dealing with highly sensitive or contentious situations.

KNOWLEDGE, SKILLS & ABILITIES: Include information on required diplomas and degrees along with identifying the most important knowledge factors, including knowledge about practical procedures, administrative, technical or professional techniques, technical, scientific or program related processes, etc. Detail specific training if there is an occupational certification/registration requirement for the position. Specify the type of experience required for the position (see Writing Guide [Pages 12-14](#)).

The Senior Engagement Specialist requires in-depth knowledge of:

- stakeholder engagement theories, methodologies, practices, and tools, particularly in relation to adult learning system
- facilitation methods
- research methodology, both qualitative and quantitative
- project planning and management principles

as well as comprehensive understanding of:

- government and Ministry strategic directions and goals, particularly as they relate to the branch mandate
- the stakeholders impacted by the provincial adult learning system and Ministry responsibilities
- the provincial adult learning system, including current and emerging issues and the administrative structures of institutions and other stakeholder organizations
- the political environment in which the Ministry operates
- applicable legislation, regulations, policies and guidelines (e.g. Post-Secondary Learning Act)
- relevant information systems and business productivity software (e.g., Microsoft Office)

The Senior Engagement Specialist requires well developed and demonstrated:

- consultation, facilitation, and conflict management skills
- analytical and strategic thinking skills, including ability to recognize broader implications of initiatives, analyze data and information, and develop solutions and recommendations for consideration of senior decision-makers
- research and evaluation skills
- Strong relationship building skills that establish credibility and balance diverse perspectives and expectations
- The ability to communicate constructive advice with tact and sensitivity
- written and verbal communication and presentation skills, including ability to tailor messages to diverse audiences
- time management and organizational skills, including ability to plan and prioritize workload and coordinate projects with concurrent and tight timelines
- people management skills, including the ability to lead project teams, assign and direct work to others and follow-up on their progress

The Senior Engagement Specialist must be able to:

- develop and implement stakeholder engagement plans and strategies
- identify and monitor emerging trends, issues, and opportunities in relation to stakeholder engagement and develop

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appropriate responses and recommendations

- Present to and facilitate diverse groups of people
- maintain a strategic focus while delivering results at the operational level
- function independently as well as lead and contribute effectively within a team environment
- consistently demonstrate initiative, professional judgment, political sensitivity, and creativity
- develop and maintain collaborative working relationships with diverse clients, stakeholders, and partners
- demonstrate high level of self-management skills with strong results orientation
- prioritize and coordinate multiple assignments and competing demands and responsibilities, adapt to changing priorities, and work in a dynamic environment

The Senior Engagement Specialist must have the following academic background:

- An undergraduate degree in social sciences or related field, plus considerably responsible related experience is required. Equivalencies considered.
- Does not require, but would be considered an asset if candidate has certification as an International Association for Public Participation (IAP2) Practitioner.

CONTACTS: Identify the main contacts the position communicates with and the purpose of the communication (See Writing Guide [Pages 14-15](#)).

The Senior 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., post-secondary students and associations, board chairs, faculty, the public, etc.) to exchange information; respond to enquiries; deliver presentations; facilitate discussions and forums; represent and promote the stakeholder engagement program; resolve issues; coordinate activities
- service providers and vendors to coordinate the delivery of stakeholder engagement events

SUPERVISION EXERCISED: List position numbers, class titles, and working titles of positions directly supervised (see Writing Guide [Page 15](#))

N/A

CHANGES SINCE LAST CLASSIFICATION REVIEW: Identify significant changes that have impacted the responsibilities assigned to your position since the last review (see Writing Guide [Pages 15-16](#)).

n/a

ORGANIZATION CHART: An organization chart that includes supervisor, peers and staff **MUST** be attached (see Writing Guide [Page 17](#)).

This information is being collected under the authority of Section 10 of the Public Service Act and will be used to allocate positions within a classification plan and to manage the Alberta government human resources program. If you have any questions about the collection of this information, contact the Job Evaluation Unit, 6th Floor, Peace Hills Trust Tower, 10011 - 109 Street, Edmonton, Alberta, T5J 3S8, phone 780/408-8400 or contact your Ministry Human Resource Office.

Signatures

The signatures below indicate that the incumbent, manager and division director/ADM have read, discussed and agreed that the information accurately reflects the work assigned (see Writing Guide [Page 16](#))

Manager

_____	_____	_____
Name	Signature	Date

Senior Manager

_____	_____	_____
Name	Signature	Date

Director

_____	_____	_____
Name	Signature	Date

Division ADM

_____	_____	_____
Name	Signature	Date