

New

Ministry

Forestry and Parks

Describe: Basic Job Details

Position

Position ID

Position Name (30 characters)

Engagement and Education Specialist

Requested Class

Job Focus

Operations/Program

Supervisory Level

00 - No Supervision

Agency (ministry) code

Cost Centre

Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit

Corporate and Strategic Services/Policy & Innovation

Current organizational chart attached?

Supervisor's Position ID

Supervisor's Position Name (30 characters)

Mgr, Engagement and Policy Coord

Supervisor's Current Class

Manager (Zone 2)

Design: Identify Job Duties and Value

Job Purpose and Organizational Context

Why the job exists:

The Corporate Strategic Services Branch provides strategic leadership, direction and coordination of a broad range of planning, policy and administrative services for the department. The policy and innovation unit is responsible for the development and coordination of policy informed through e-scanning, jurisdictional reviews, and data and trend analysis. The unit also leads coordination of external public and stakeholder engagement, intergovernmental relations, 1GX change advocacy, and information management technology coordination and governance.

A key accountability is leading policy analysis and development through directing and facilitating research and analysis on issues and initiatives including provincial, federal, and international data, e-scanning and advice back to program leads and senior leaders to address issues and risks or identify mitigation strategies for Forestry and Parks (FP) policy and strategy agenda.

The unit is also responsible for ongoing alignment and coordination of FP policy and strategy agenda and for partnering with contacts across the department to solve complex issues and problems that arise around these priorities. Another area of responsibility for the unit is leading the department's public engagement and education outreach. The Engagement and Education specialist acts as a key connection point with program areas across the department, and regularly provides advice and expertise in external engagement or education with stakeholders and/or the public.

Responsibilities

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

1. Integrate the department's strategic and business objectives into departmental engagement initiatives. This is accomplished through:
 - Translating the work of Forestry and Parks' (FP) strategic operational priorities into a comprehensive and integrated engagement approach that address key departmental and government outcomes.
 - Responding to changing regulations, policies, and legislation as it relates to community engagement and consultation initiatives.
 - Providing advice to department clients during pre-consultation assessments to identify appropriate engagement approaches; determine parties to be involved; outline protocols to consider; detail the timing and nature of the consultation/engagement; and determine processes to follow.
 - Demonstrate transparency through engagement design by ensuring open communication with affected stakeholders to reach shared understanding and constructive outcomes.
 - Provide engagement feedback analysis and trends to clients.
2. Develop collaborative, positive and productive relationships with key stakeholders within the ministry, and cross-government, including Communications and Public Engagement, to ensure FP public participation engagement plans, programs and initiatives support and align with corporate engagement standards while effectively and efficiently fulfilling the Ministry's mandate by:
 - Balancing expectations and required/desired outcomes of multiple stakeholders who participate in Ministry-led engagement initiatives.
 - Discerning what results are important and leverages resources to successfully obtain those results in a multi-faceted and complex political environment.
 - Providing advice and support in assessing and monitoring the adequacy of engagement processes and implementing improvements in response to changing stakeholder and political mandates, external influences and pressures, relevant court and/or regulatory decisions, and changing ministerial priorities.
3. Develop and utilize literacy strategies and education programs as the department's primary non-regulatory tool to support the achievement of the Ministry's forestry, wildfire, parks and public lands related outcomes. This is accomplished through:
 - Design of education and outreach initiatives of priority to the ministry using advanced project coordination considering provincial priorities, implications, risks, available resources and ministry strategic plans.
 - Creation of tools and resources adapted to target audiences that facilitate identified outreach approaches (e.g. displays, education materials, presentations, web and social media context, exhibits).
 - Conducts research and e-scans across jurisdictions, stakeholders and sectors to facilitate the assessment and identification of different education and consultation methodologies and use the information to formulate recommended approaches for target audiences and desired outcomes.
 - Monitors and evaluates the effectiveness of education and outreach strategies, plans, initiatives and tools.
4. Build capacity with FP staff and external stakeholders to enhance the delivery of engagement programs and initiatives through the:
 - Design and delivery of workshops and learning sessions that raise the capability and competency of FP staff to deliver public-facing education and engagement activities.
 - Delivery and facilitation of presentations and sharing of knowledge and best practices among functional communities of practice (e.g. Education and Engagement Communities of Practice).
5. Support ongoing operations of the Department by:
 - Leading provincial and regional engagement and education initiatives.
 - Acting as Manager, Engagement and Policy Coordination, as required.
 - Preparing briefing notes, action request responses and executive correspondence as required.
 - Participating in the planning and preparation of branch and ministry strategic and business planning.
 - Participating on branch, divisional, departmental committees and teams (e.g. Communities of Practice, project planning teams, worksite and corporate recognition teams).

Problem Solving

Typical problems solved:

Reporting to the Manager, Engagement and Policy, the Engagement and Education Specialist is responsible for the planning, development, and implementation of the ministry's provision of public participation (engagement and education), and once complete, this incumbent needs to analyze and report on the findings of the engagement. This specialist must ensure quality and timeliness of the support (information, guidance, advice and resources) provided to the ministry's leadership and program areas. The Specialist demands a high level of knowledge, expertise, originality, innovation and independent research as well as the ability to identify risks, implications and define issues in order to recommend appropriate engagement and education solutions to various areas of the ministry. The initiatives undertaken by this team are often complex, sensitive and impact a variety of internal and external stakeholders. The incumbent must exercise significant independence when coordinating internal and external engagement and education initiatives, and representing the ministry's interests and positions when interacting with external stakeholders, governments and Indigenous communities.

Types of guidance available for problem solving:

Guidance available for problem solving includes consultation with the Director, Policy and Innovation and the Manager, Engagement and Policy. The incumbent could also seek guidance from the other Engagement and Education specialist in the section or staff within the Consultation and 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 the Ministry's long-term outcomes, policy directions and decisions associated with the ministry's priorities.

Direct or indirect impacts of decisions:

Decisions made by this position will impact the scope of reach for engagement and education 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 to leadership for consideration. This position provides senior professional staff with advice and recommendations that can influence resource allocations at the provincial and regional scales. By exercising influence and providing staff with the appropriate support and tools, the Engagement and Education Specialist advances the adoption of engagement approaches by department staff as a tool that can be used to successfully achieve divisional and ministerial outcomes.

Key Relationships

Major stakeholders and purpose of interactions:

Director, Policy and Innovation - Regular and ongoing - strategic advice and priority setting, ongoing operational administration (budget, scheduling, action requests, performance excellence)

Engagement and Education Specialists - Regular and ongoing - collaboration and alignment of regional/provincial engagement and activities; ongoing development of provincial strategies and tools.

Program Managers, Senior Program Staff and technical staff from across the ministry - Regular and ongoing - determining engagement priorities; providing strategic engagement advice, support and collaboration; development and implementation of new engagement initiatives and ongoing programs.

Corporate Communications, web services staff and graphic designers - Intermittent, as required - Ensuring ongoing alignment between engagement activities and corporate communication strategies. Development and implementation of digital products associated with the department's engagement strategies.

Other GoA Ministry staff - Regular, ongoing contact - Alignment of engagement strategies that have shared

outcomes and leveraging capacity to enhance the delivery of the Ministry's engagement activities.

External stakeholders - Regular, ongoing contact - Build effective engagement approaches catering to the unique needs of various audiences. Share information, build strategic working relationships and identify collaborative opportunities.

Members of the public - Regular to variable contact - Delivery of engagement activities and outreach initiatives/programs.

Required Education, Experience and Technical Competencies

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

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		
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"> • Looks broadly to engage stakeholders • Open to perspectives towards long-term goals • Actively seeks input into change initiatives • Maintains stakeholder relationships 	Establish and maintain a strong network of contacts within the ministry, other ministries, CPE and with external stakeholders: <ul style="list-style-type: none"> - need to regularly engage with stakeholders and the public. - need to maintain stakeholder relationships and to seek input into a variety of topics of importance to the ministry. - need to listen to the program area's needs and desired outcomes of the engagement and provide recommendations of the best engagement approaches.
Build Collaborative Environments	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Collaborates across functional areas and proactively addresses conflict:	Designs engagement, education and consultation processes with the appreciation of

		<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>how different stakeholders hold unique perspectives and may view the information differently:</p> <ul style="list-style-type: none"> - Need to tailor the approach and the information to the appropriate audiences. - Need to maintain strong communication to support education, engagement and consultative processes recognizing difference in opinions seeking open communication and recognition of different perspectives. - May need to use conflict resolution skills while planning engagement as well as during the implementation of the engagement with key stakeholders, the public and Indigenous populations.
Drive for Results	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Works to exceed goals and partner with others to achieve objectives:</p> <ul style="list-style-type: none"> • Plans based on past experience • Holds self and others responsible for results • Partners with groups to achieve outcomes • Aims to exceed expectations 	<p>The Education and Education 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.</p>
Develop Self and Others	<input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<p>Seeks out learning and knowledge-sharing opportunities:</p> <ul style="list-style-type: none"> • Reflects on performance and identifies development 	<p>The Specialist needs to stay current in terms of engagement trends and practices. They need to actively seek out opportunities to build</p>

		<p>opportunities</p> <ul style="list-style-type: none"> • Takes initiative to stay current • Shares with the team even when not asked • Actively coaches and mentors direct reports 	<p>their knowledge on engagement and consultation practices as well as learn about the department's work and priorities. The specialist reflects on their work and seeks continual improvement on their own work as well as the work of their project team mates and work colleagues.</p>
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Benchmarks

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

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

Supervisor / Manager Signature

Director / Executive Director Name

Date yyyy-mm-dd

Director / Executive Director Signature