



Public Engagement Advisor

DEFINITION

This is supervisory and specialized professional level work in the public engagement field. The Public Engagement Advisor leads, plans, and coordinates the development and implementation of program-level public engagement strategies and processes in support of public engagement initiatives.

The Public Engagement Advisor is responsible for leading the public engagement strategic planning process of large programs and providing oversight and direction to multidisciplinary project teams supporting department, and/or corporate-wide public engagement initiatives. The nature of the work requires employees to exercise judgement and initiative in the strategic planning of engagement activities for programs.

Supervision is exercised over a team of Public Engagement Coordinators and other subordinate positions. Employees of this class work under the general direction of a professional management supervisor who assigns projects, goals, and deliverables with limited oversight.

Work of this classification differs from the Public Engagement Coordinator in that employees are responsible for leading the public engagement strategic planning at the program-level and supervising, leading, and assigning goals and deliverables to subordinates at the project level.

TYPICAL DUTIES *

Supervises subordinate staff including training, scheduling, assigning work, approving time, managing attendance, participating in recruitment and selection, coaching and counselling, conducting performance evaluations, and recommending disciplinary action. Provides problem resolutions and advises on complex issues.

Leads the public engagement strategic planning process for corporate and department-level programs, including project scoping, charter development, identification of engagement objectives, and strategic priority alignment.

Leads public engagement activities at the program level and oversees public engagement activities at the project level, including reviewing public engagement plans.

Provides internal consultation and expertise to managers, contractors, and project teams; oversees projects and ensures appropriate resources are assigned.



Public Engagement Advisor

Designs specialized engagement tactics including large public events, workshops, advisory groups and online tools such as forums, surveys and voting platforms.

Develops and implements strategies to increase public participation in engagement activities.

Monitors performance of external resources/consultants to ensure consistency and contract compliance and addresses any identified issues.

Develops request for proposals (RFPs) and selects contractors to assist with facilitation and other engagement activities as required.

Identifies and implements best practices, assesses different engagement tools and techniques, ensures consistency, and measures results.

Provides support to the Public Engagement Manager as required, participates on cross functional teams, internal, and external committees.

Performs other related work as required.

KNOWLEDGE, ABILITIES AND SKILLS

Extensive knowledge and skill using public engagement systems, tools, and processes.

Extensive knowledge and skill using public engagement tactics, practices, techniques, and principles to support public engagement initiatives and events.

Knowledge of methodologies, processes, and tools for project planning, execution, and evaluation.

Knowledge of the principles of supervision, organization, administration, and work delegation.

Demonstrated supervisory ability to lead a team, hire staff, coach, performance manage, train and delegate work assignments.

Ability and skill to professionally engage, generate common understandings, create a shared vision in an environment of diverse stakeholders.

Ability to solve problems and make independent decisions for escalated issues and a wide variety of complex public engagement matters including those that require diplomacy, tact, and political awareness.



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Ability to analyze and synthesize engagement results to create a workable plan of action.

Strong interpersonal skills with the ability to build and maintain positive relations with various stakeholders including the public, elected officials, and senior management.

Strong organizational and time management skills with the demonstrated ability to prioritize and coordinate work.

Excellent and effective verbal and written communication, presentation and facilitation skills.

TRAINING AND EXPERIENCE REQUIREMENTS

Degree in Public Relations, Community Development, Planning, Social Sciences, or related discipline and a minimum of seven (7) years' progressively responsible experience in a public engagement capacity leading and/or working with multidisciplinary teams with at least two (2) years experience in a supervisory role.

* *This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

PUBLIC_ENGAGEMENT_ADVISOR_ACTIVE

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	3328		3329	
Grade	029		031	
Originated:	2017			
Last Updated:				
Previous Updates:				