



Position Title: Senior Engagement Specialist

Position Status: Full-Time Regular

Department: External Relations

Employee Group: Teamsters Local 31

Location: 4515 Central Boulevard, Burnaby

Salary Range/ Wage Rate: PG 29 \$3,785.23 - \$4,475.43 bi-weekly

Our External Relations Department is seeking a Senior Engagement Specialist who will coordinate and deliver strategic communications, issues management, and engagement work in support of planning and construction activities for the North Shore Wastewater Treatment Plant Program. This position will be responsible for providing strategic and tactical advice to senior staff; planning and executing various communications materials, including plans, briefs, presentations, reports, and public notifications; and developing and managing communications and engagement strategies to mitigate potential impacts of project activities.

You are: A strategic thinker with senior-level experience managing communications and engagement initiatives on large, multi-phase projects. You bring strong communication and planning skills along with experience in public, Indigenous, and stakeholder engagement, particularly to communicate and mitigate potential impacts of project activities. You are a confident team player who enjoys working on complex projects and is able to multi-task. You are motivated to deliver quality work and pay close attention to detail. You are strong in expressing your perspective and also value listening and learning from your colleagues. At Metro Vancouver, we operate in a dynamic and fluid environment so the ability to think strategically as well as adapt to changing conditions will be important.

This role:

- Plans, designs, reviews, coordinates and advises on Metro Vancouver communications and engagement initiatives (ie. supporting completion of the North Shore Wastewater Treatment Plant Program); reviews proposals from external stakeholders and departments for the development of communications materials; ensures compliance with communications and public engagement policies and standards, annual work plans and board priorities; recommends final approval by a superior; identifies projects which can be implemented inter-departmentally or regionally; contacts appropriate personnel; and provides on-going guidance to departments and external stakeholders regarding initiatives, engagement approach and methodology.
- Consults with project managers and superiors to identify the public's role in the decision-making process and to define public engagement objectives; and determines the appropriate level of public engagement and suitable

engagement techniques for various corporate initiatives, including politically-sensitive initiatives in accordance with corporate policies.

- Serves as primary staff support for the administration of an assigned committee or task force pertaining to the work; assists a superior in the implementation of work plans and business models; responds to and carries out committee directives; administers programs and strategic initiatives, including developing, reviewing and updating adjudication criteria, screening applications, and overseeing process; compiles and presents reports and defends controversial decisions; and makes presentations to municipal councils, external stakeholders and various organizations.
- Plans, develops and implements communication to external stakeholders involved in strategic initiatives; develops strategies and implementation plans; develops policy statements, papers and committee and Board reports.
- Serves as project leader for major public events such as international forums, trade shows, symposia and public consultations; develops event concepts and formats; collaborates with and advises key stakeholders in defining themes, securing speakers and materials; and facilitating and overseeing events.
- Serves as primary liaison with external stakeholder groups in the development of strategies related to strategic initiatives around Metro Vancouver Board strategic priorities; and represents the department at various committees as required.
- Establishes and maintains effective working relationships with staff in other departments, a wide variety of external contacts at various levels within provincial and federal government agencies, municipalities and committees; coordinates various activities, programs and projects; and acts on behalf of a superior at various meetings as required.
- Directs the preparation of comprehensive reports, documents and materials for project reporting on public engagement processes and outcomes; oversees and executes the collection of engagement input; reviews, interprets, analyzes, and tracks engagement input and outcomes; and recommends course of action for policy decisions and directions.
- Prepares reports for Metro Vancouver standing committees and Boards; presents and defends public engagement plans and strategies, as well as reports summarizing public engagement initiatives; analyzes stakeholder input; and ensures impacted stakeholders and communities are reported back to.
- Assists in the hosting of various media events in support of intergovernmental relations and public engagement initiatives; and provides emergency response back-up.
- Develops a variety of editorial projects for internal and external audiences; and conceptualizes and prepares content for dissemination through websites and social media.
- Develops annual work plans and budgets; and responds to discovered work plan needs as necessary.
- Directs the work of Consultants and staff assigned to projects; develops project scope and deliverables; and establishes schedules as necessary.
- Performs related work as required.

To be successful, you have:

- Bachelor's degree in communications, public relations, community planning, political science, public administration, marketing or a related field, plus considerable related experience, or an equivalent combination of training and experience.
- Thorough knowledge of the communications and public engagement principles, practices, techniques, methods and procedures applicable to the work.
- Thorough knowledge of Metro Vancouver objectives, philosophies and policies related to the work.
- Considerable knowledge of the programs, functions, activities and services of the various departments as they relate to the work performed.
- Considerable knowledge of the BC Local Government Act and the BC Freedom of Information and Protection of Privacy Act and other related policies, rules and regulations, bylaws and legislation governing the work.
- Considerable knowledge of the purpose, goals and objectives of the committees and task forces served.
- Ability to plan, design, review, coordinate and advise on public engagement and outreach initiatives.
- Ability to develop and prepare public engagement plans, define problem areas, determine engagement methods, coordinate the collection of input from various internal and external sources, analyze and evaluate engagement and outreach data, and prepare comprehensive reports.
- Ability to direct the work of consultants and staff assigned to complex projects as required.
- Ability to provide staff support to an assigned committee or task force and administer a program or implementation plan pertaining to the work.
- Ability to provide leadership and advice, develop concepts, and oversee major public events and engagement initiatives.
- Ability to liaise with external stakeholder groups in the development of strategic initiatives around Metro Vancouver Board strategic priorities.
- Ability to develop various editorial projects and conceptualize and prepare content for websites and social media.
- Ability to establish and maintain effective working relationships with a wide variety of internal and external contacts.
- Ability to communicate effectively orally and in writing, including the ability to communicate technical information to various internal and external audiences in lay terms and the ability to prepare various communications materials, reports and presentations.
- Driver's License for the Province of British Columbia.

Our Vision:

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.

At Metro Vancouver, we are committed to cultivating a diverse, safe, equitable, and inclusive work environment for all. We strive to attract and retain a talented, diverse workforce that is reflective of the region we serve. If an accommodation is required during the recruitment and selection process, please contact careers@metrovancover.org for support. Learn more about our commitments to diversity, equity, and inclusion [here](#).

Please follow this link <https://metrovancover.org/about-us/careers> to our Careers page where you can submit your application by August 15, 2024.