



IDENTIFICATION

Department	Position Title	
Infrastructure	Engagement Specialist	
Position Number	Community	Division/Region
33-15372	Yellowknife	Strategic Infrastructure

PURPOSE OF THE POSITION

The Engagement Specialist (the Specialist) is responsible for the design, management and implementation of effective engagement and consultation processes for major projects being advanced by the Strategic Infrastructure and Strategic Energy Initiatives divisions of the Department of Infrastructure. The Specialist will work to advance engagement and consultation activities consistent with the Government of the Northwest Territories policies, guidelines, and initiatives. In addition, the position will also manage project-specific communications activities in collaboration with departmental communications staff, where needed.

SCOPE

The Specialist will report to the Manager, Mackenzie Valley Highway Environmental Affairs and will provide engagement and consultation services on the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.

The Specialist acts as an expert resource on community engagement, providing support advice, and guidance to the managers of the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects. The position requires the incumbent to work effectively and collaboratively with interdisciplinary teams within the Department of Infrastructure and will lead engagement and consultation processes with Indigenous governments, Indigenous organizations, and communities.

The Specialist will manage project communication activities and, where needed, will work collaboratively with the departmental communications team during the execution of project-specific communications work. The Specialist will take a proactive approach to developing and implementing engagement plans, strategies and materials with the project teams and in collaboration with communications staff within the Department of Infrastructure.



The Specialist will work closely with communications staff in the Policy, Planning and Communications division, staff in other Infrastructure divisions and GNWT departments, and federal departments, as well as Indigenous and community governments and external stakeholder organizations.

The Specialist will lead several medium to large scale engagement activities on the three projects, using a variety of formats. Leading these activities will require managing contractors and budgets. The Specialist operates with minimal supervision and meets regularly with the managers of each project to provide updates on the status of assigned work, including updates to budgets and timelines.

RESPONSIBILITIES

1. Lead the development of the engagement and consultation approaches for the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.

- Develops guidelines, protocols, procedures for engagement and consultation on the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.
- Identifies engagement strategies for inclusive engagement and consultation with diverse people, families and communities, taking into account representative participation and barriers to engagement.
- Acts as the project representative on departmental or interdepartmental working groups or committees associated with engagement and/or consultation.

2. Lead the implementation, facilitation and coordination of engagement and consultation activities.

- Designs, coordinates and monitors engagement and consultation workplans in accordance with current GNWT guidance, processes, and policies.
- Provides expert advice and guidance on the development of facilitation guides, and selection of techniques and tools for engagement and consultation activities. This would be completed in consultation with senior leadership within the GNWT, and community and Indigenous organizations.
- Designs, coordinates, and monitors participation on engagement and consultation activities for each of the projects.
- Coordinates engagement activities with communities, the public and various stakeholders, including developing agendas, participation, and logistics.
- Liaises with other GNWT departments as well as other government and non-government agencies in planning, designing and implementing public engagements.
- Liaises with community-based project liaisons to advance planning and organization of engagement and consultation activities for the projects.



- Facilitates meetings to support effective consultation and engagement.
- Maintains detailed reports on participation in engagement and consultation activities to support project planning and design.
- Acts as first point of contact for the public and coordinates responses to the general public as and when required.
- Leads the compilation of information obtained during engagement and consultation activities into comprehensive “What We Heard” documents.
- Acts as departmental representative at public information sessions, conferences and tradeshow to provide information about the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.

3. Support Indigenous consultation and engagement activities.

- Provides expert advice and guidance on approaches to consultation and engagement with Indigenous groups and communities.
- Works closely with representatives from the Department of Executive and Indigenous Affairs on engagement and consultation activities.
- Takes a pro-active and coordinated approach to consultation.
- Ensures that approaches to consultation are in alignment with Section 35 of the *Constitution Act*, 1982, and the GNWT approach to consultation with Indigenous governments and organizations.
- Communicates consultation processes to stakeholders, including other GNWT staff and Indigenous governments and organizations.
- Develops documentation and advice on processes and policies.

4. Provide communications planning, advice and support.

- Acts as point of contact for the project team with GNWT communications staff during the development and implementation of project-specific communications plans, strategies, policies and procedures in accordance with GNWT and departmental policies and guidelines.
- Collaborates with GNWT communications staff during public and media events relating to the announcements of significant project milestones, as appropriate.
- Provides expert public relations support, including reviewing project-specific print, electronic and broadcast communications drafted by the GNWT communications staff to ensure messages are clear and consistent with GNWT and departmental goals and objectives relating to the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.
- Prepares, reviews and edits communications materials, including publications, online content, advertising, presentations, briefing materials, event proposals, speaking notes, backgrounders, etc.
- Participates in the analysis of emerging issues relating to the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects, and in the



development of communications responses to those issues. This work would be done in collaboration with GNWT communications staff.

- Coordinates and collaborates with GNWT communications staff to develop communications campaigns and materials relating to the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.
- Maintains a calendar of project-specific communications activities, announcements, and public events.

5. Coordinate the development of communications materials relating to the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.

- Coordinates the development, production and distribution of communications resources for print, audio/visual and online communications media using best practices and relevant communications standards, policies and guidelines.
- Ensures that all public communications relating to the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects are in accordance with the GNWT web standards and the GNWT Visual Identify Program.
- Assists in drafting and editing communications materials for the media.
- Collaborates with the GNWT communications team on the development of informational materials to advertise and inform the public regarding planned activities and events.
- Provides expert advice and direction about the message, content, design and medium (e.g. brochures, advertising, exhibits, etc.).

6. Provide advice and support for media relations for the Mackenzie Valley Highway, Slave Geological Province Corridor, and Taltson Hydro Expansion projects.

- Reviews draft project specific media releases, advisories and other media relations materials developed by GNWT communications for approval.
- Provide project specific advice to the departmental Manager of Public Affairs and Communications in response to media requests for information.
- Acts as point of contact for project specific media enquiries and coordination of media spokespeople as and when required.
- Liaises with other GNWT departments as well as Indigenous and community governments and other stakeholders in assessing and responding to project specific media relations events and inquiries.
- Ensures that project specific public communications are in accordance with the *Official Languages Act*.



WORKING CONDITIONS

Physical Demands

The incumbent may be required to travel to regional centres and small remote communities by plane in all seasons to attend public hearings and engagement sessions, as well as public announcement events. The incumbent will travel to communities and/or work sites approximately 15 to 20 times per year. During engagement activities, the Specialist will assemble and transport meeting supplies and assist with the set-up of meeting locations.

Environmental Conditions

No unusual demands.

Sensory Demands

The incumbent is subject to long periods of concentrated focus while working with computer programs and driving long distances to reach job sites. The incumbent will require intense concentration when responding to media inquiries and/or attending public hearings, information sessions and consultation and engagement.

Mental Demands

Projects undertaken by the Department of Infrastructure are often highly visible and as such can be the target of public criticism. The incumbent is required to provide advice to senior management, while taking into account conflicting interests, perspectives and demands. The incumbent must be sensitive to political situations.

A high level of concentration and attention to detail is essential. Work must be of the utmost level of accuracy. The scope of work can involve politically sensitive issues and tight deadlines with a high degree of intensity. Decisions often have long-range impacts on the infrastructure system. These conditions can lead to mental and emotional fatigue and stress.

The duties of the incumbent require decisive insight and the ability to draw on one's experience, knowledge, training, as well as drawing on the experience of others.

The incumbent will need to prioritize work to meet short deadlines.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of best practices in strategic communications planning, public relations and media relations.
- Knowledge of GNWT communications priorities and goals, as well as applicable policies and procedures governing the management of GNWT communications programming, including the GNWT Official Languages Policy and the GNWT Visual Identity Program.



- Knowledge of the socio-political, cultural contexts of the NWT, and northern communications media and audiences.
- Knowledge and understanding of management theory and principles to provide practical communications advice in response to emerging situations.
- Knowledge and understanding of internet-related technologies, web development programs, desktop publishing (including graphics), and electronic mail and communication programs.
- Knowledge of promotions and advertising theories and practices.
- Analytical skills to critically analyze and suggest an appropriate means of action, often within a short timeframe.
- Oral and written communications skills, as well as the ability to adapt communication styles to accommodate different audiences and needs.
- Management skills to lead, plan, organize, coordinate and complete complex and concurrent projects independently or in teams.
- Ability to work independently on complex matters and to work effectively in teams.
- Ability to build and maintain relationships in a cross-cultural environment.
- Ability to build and sustain effective working relationships and work collaboratively with peers, colleagues, media, stakeholders, Department and GNWT staff by demonstrating an ethic of support, teamwork and service.
- Ability to work under pressure and manage projects within tight timeframes and with strict deadlines, which often requires prioritizing workloads and shifting priorities.
- Ability to commit to actively upholding and consistently practicing personal diversity, inclusion and cultural awareness, as well as safety and sensitivity approaches in the workplace.

Typically, the above qualifications would be attained by:

A degree in a specialized communications discipline such as public/media relations or journalism, and three years of relevant progressive experience.

Equivalent combinations of education and experience will be considered.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- ☐ No criminal records check required
- ☐ Position of Trust – criminal records check required
- ☐ Highly sensitive position – requires verification of identity and a criminal records check

French language (check one if applicable)

- ☐ French required (must identify required level below)

Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

READING COMPREHENSION:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

WRITING SKILLS:

Basic (B) ☐ Intermediate (I) ☐ Advanced (A) ☐

- ☐ French preferred

Indigenous language: Select language

- ☐ Required
☐ Preferred