



IDENTIFICATION

Department	Position Title	
Health and Social Services	Engagement Specialist, Seniors and Persons with Disabilities	
Position Number	Community	Division/Region
49-16461	Yellowknife	Seniors and Continuing Care Services

PURPOSE OF THE POSITION

The Engagement Specialist, Seniors and Persons with Disabilities (Specialist) is responsible for design, delivery, monitoring and evaluation of engagement and communication with stakeholders to support the advancement of Health and Social Services and Government of the Northwest Territories (GNWT) strategic and priority actions for Seniors and Persons with Disabilities (SPWD). The position plays a key role in ensuring the needs and priorities of NWT residents, community and Indigenous Governments and other key stakeholders are reflected in programs and services offered for Seniors and PWD by the Government of the Northwest Territories.

SCOPE

Located in Yellowknife and reporting to the Manager, Strategic Initiatives, Seniors and Persons with Disabilities, the Engagement Specialist, Seniors and Persons with Disabilities has been established to support the advancement of strategies and activities to ensure the Government of the Northwest Territories (GNWT) achieves its mandates for Seniors and Persons with Disabilities.

The Minister of Health and Social Services is assigned the portfolios of Minister Responsible for Seniors, and Minister Responsible for Persons with Disabilities. Staff from the Department of Health and Social Services support the Minister in these portfolios, however services for seniors and persons with disabilities are provided through numerous GNWT Departments based on the mandate of each Department, e.g., income security is provided through Education, Culture and Employment, home care and supported living services through Health and Social Services/Health and Social Services Authorities, housing programs through the NWT Housing Corporation.

The Seniors and Continuing Care Services (SCCS) Division leads and coordinates a whole of government commitment and approach to services supporting seniors and persons with disabilities, which will require the incumbent to collaborate regularly with other GNWT departments providing these services for coordination and streamlining of public participation and Indigenous engagement activities.

Recognizing this shared responsibility across GNWT Departments for programming and strategic initiatives for seniors and persons with disabilities, the Engagement Specialist, Seniors and Persons With Disabilities will play a key role by leading engagement for strategic initiatives for Seniors and Persons with Disabilities (PWD) projects and initiatives to support the cross departmental portfolios of Seniors and PWD. The Specialist will facilitate engagement to explore options for reducing gaps and addressing barriers to providing equitable access to inclusive, safe, culturally respectful and responsive programs and services for Seniors and PWD to lead active and independent lives.

Current Framework and Action Plans that represent a shared vision and partnership between GNWT Departments for Seniors and Persons with Disabilities include *Equity, Accessibility, Inclusion and Participation NWT Disability Strategic Framework: 2017 to 2027*, the *GNWT Disabilities Action Plan 2018/19- 2021/22*, the *Mandate of the Government of the Northwest Territories (2019-2023) - Priority "Enable seniors to age in place with dignity"*, and "Our Elders: Our Communities". The Engagement Specialist, SPWD will also support engagement for the development of a Northwest Territories Seniors Strategy.

This position acts as an expert resource on community engagement, providing support, advice and guidance to project teams engaged in advancing strategic initiatives for Seniors and PWD. The position is required to work effectively and collaboratively with interdisciplinary teams within the Department and across GNWT Departments to achieve meaningful engagement with individuals, community and Indigenous Governments and NGO's.

The incumbent will lead engagement on strategic initiatives for Seniors and PWD. Using a community development approach, engagement with people and communities, Indigenous governments and NGOs will enable public participation in identifying service gaps, priority setting, planning, and design that integrates the social determinants of health. Stakeholder engagement will ensure that input is relayed to decision makers within the system, and decisions made based on community input are relayed back to communities as part of a continuous cycle of person-centered public participation.

The Engagement Specialist must ensure that engagement is undertaken in an appropriate and respectful manner. The position works closely with the Strategic Project Analyst, Seniors and PWD and the Community, Culture, and Innovation (CCI) division, using guidelines, protocols and processes developed for public participation and engagement with communities, and in accordance with GNWT protocols and relevant Departmental guidelines.

The Specialist will be responsible for providing strategic advice for the creation of a strong culture of client engagement to support high quality services for Seniors and Persons with Disabilities. It includes understanding the experiences, preferences, and needs of clients, and building capacity within the system to respond to them.

The position provides in-depth knowledge of public participation planning and techniques to create a process that involves the public in problem solving and/or decision-making, and uses public input to assist projects and programs to make sustainable decisions through engagement, facilitation, communication, mediation, conflict resolution, and organizational development.

The incumbent will lead multiple small, medium to large scale engagement activities simultaneously, across the NWT, using a variety of formats. Engagement must be undertaken in accordance with guidelines and protocols applicable to the scale, audience and intent of the engagement activity. The incumbent's role will vary by activity and may include coordination support to SCCS divisional staff leading the engagement activity; leading and facilitating the engagement session themselves; or managing contractors and associated budgets.

The Engagement Specialist will lead development of communication plans, strategies and materials in collaboration with Communications staff within the Department of Health and Social Services to ensure this continuous cycle of communication is undertaken for all engagement activities.

The Engagement Specialist, SPWD are expected to honor and promote a culturally safe environment at all times and to interact with clients and families, community members, partners and colleagues in a tactful, respectful and humble manner that is free of racism and discrimination.

RESPONSIBILITIES

1. Leads engagement and communications activities for cross departmental strategic initiatives for seniors and persons with disabilities.

- Identifies and incorporates engagement strategies for inclusive engagement with diverse people, families and communities, taking into account representative participation and barriers to engagement such as personal health status, including mental health; income and employment status; gender identity and sexual orientation; citizenship and immigration status; access to housing and technology; age; community of residence; and other forms of lived experience with the social determinants of health.
- Works with project teams to develop engagement plans to support the involvement of people in strategic activities, including the design and delivery of health and social services programs and services for Seniors and PWD by researching wise/best practices on public participation, Indigenous engagement, and client engagement.
- Works with project teams to implement engagement plans, including assisting with communication activities to ensure successful engagement of stakeholders.
- Compiles and analyses data gathered during engagement activities.

- If warranted, obtains a contractor in accordance with GNWT Procurement Guidelines.
- Manages contractor and any associated budget.
- Ensures records of engagement are maintained, follow up commitments identified and timelines adhered to.
- Ensures continuous cycle of communication back to parties participating in the engagement, in accordance with engagement plan on what was decided, how their input was considered, and what was committed to in the engagement plan. Provides public participants with information about how engagement activities are informing health and social services system planning.
- Reports engagement activities to Community, Culture and Innovation Division at DHSS

2. Works with staff and managers within the Seniors and Continuing Care Division to develop, coordinate, undertake, monitor and follow through on engagement and/or consultation to ensure input to strategic planning activities.

- Acts as an expert resource for divisional staff planning engagement activities.
- Ensures approaches to consultation are in alignment with GNWT and DHSS protocols and guidelines.
- Assists with planning, organizing and implementing engagement and/or consultation with Indigenous communities and stakeholders, including advocacy groups and clients, including development of the engagement plan itself and supporting or facilitating engagement sessions and meetings.
- Maintains detailed, accurate and up to date records on community engagement and consultations activities which may be used in strategy development and planning.
- Coordinates with other GNWT departments when broader GNWT engagement may be more efficient and effective.
- Develops and maintains positive, collaborative relationships with a broad spectrum of Indigenous governments, community organizations, interest groups and stakeholders to achieve support for the division's mandate.

3. Provides strategic communications planning, advice and support to ensure communications relating to engagement on Seniors and PWD strategic activities are presented in an accurate, coordinated and effective manner.

- Creates informational materials to advertise and inform the public regarding planned activities and events.
- Assists in drafting and editing communication materials for the media.
- Works closely with departmental Communications Unit to ensure that all public communications relating to strategic initiatives are in accordance with the GNWT web standards and the GNWT Visual Identity Program.
- Ensures public communication is in accordance with the official languages act.
- Provides communication support on strategic plans and action plan activities. This includes, but is not limited to, providing assistance with briefing notes, ministerial statements, updates to website on status of action plan items, etc.

WORKING CONDITIONS

Physical Demands

During engagement activities and training sessions the incumbent will assemble and transport meeting supplies and assist with the set-up of meeting locations.

Environmental Conditions

No unusual demands.

Sensory Demands

No unusual demands.

Mental Demands

The position engages in topics that include interpersonal and systemic racism, and the intergenerational individual and community impacts of colonization, including the legacy of residential schools. Expectations to be culturally and politically current can be stressful. Tight deadlines and urgent situations may significantly increase the stress level of the position.

Travel to NWT communities will be required several times each year for approximately 3-5 days per occurrence.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of the socio-political, cultural contexts of the NWT, and northern communications media and audiences.
- Knowledge of and experience with public participation, and project management methodologies.
- Knowledge of colonial history and contexts for understanding inequities (social determinants of health) in health outcomes and access to health and social services, including but not limited to the residential school system and systemic racism.
- Strong coordination, facilitation and interpersonal skills demonstrated in a variety of diverse cultural and community contexts, i
- Knowledge and understanding of internet-related technologies, web development programs, desktop publishing (including graphics), and electronic mail and communication programs.
- Analytical skills to critically analyze and suggest an appropriate means of action, often within a short timeframe.
- Excellent 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 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.
- Knowledge of best practices in strategic communications planning, public relations and media relations
- Knowledge of GNWT communications policies and procedures governing the management of GNWT communications programming, including the GNWT Official Languages Policy and the GNWT Visual Identity Program.

Typically, the above qualifications would be attained by:

A Bachelor's Degree in a related discipline such as public/media relations, journalism, or community development, plus 3 years of progressive related experience including a minimum of 2 years working or engaging with Indigenous communities.

Advanced facilitation training, or additional certification in engagement or public participation methodologies such as IAP2 would be an asset.

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