

TITLE: ENGAGEMENT SPECIALIST

CLASSIFICATION: BAND 2

ORGANIZATION: OFFICE OF THE AUDITOR GENERAL

WORK UNIT: CRITICAL AUDIT SUPPORT SERVICES

SUPERVISOR TITLE: DIRECTOR, COMMUNICATIONS

SUPERVISOR POSITION #: 00098401

CONTEXT

The Office of the Auditor General of British Columbia (OAG) serves the Legislative Assembly and the people of British Columbia by providing independent assessments of government's financial statements and operations that enhance government accountability and performance. The Auditor General's authority is derived from the *Auditor General Act*.

The office performs financial audits, performance audits, and issues other non-audit reports. The Auditor General has a mandate to audit the government reporting entity consisting of ministries, Crown corporations, and other organizations controlled by the provincial government, such as school districts, universities, colleges, and health organizations.

JOB OVERVIEW

Reporting to the Director, Communications, the Engagement Specialist is responsible for developing and implementing engagement strategies to work with OAG's diverse partner communities and – with a view to driving understanding, action and awareness – activates custom stakeholder-specific, multi-channel approaches to package and distribute the OAG's work.

The Engagement Specialist is responsible for planning and coordinating multiple communication projects and services, including technical and strategic stakeholder and media relations for the OAG.

ACCOUNTABILITIES

Required:

- Collaborates with internal teams to help develop and activate audience-specific communication strategies, tactics and products (e.g., audit reports and highlights, media releases and events, presentation materials, and a full suite of digital assets) ensuring quality, accuracy, consistency, and relevance to stakeholders.
- Participates in and/or leads consultation sessions with internal and external stakeholders with a view to creating practical stakeholder-specific approaches, policies, and processes.
- Proactively establishes and nurtures media, special interest, cross-jurisdiction, and influencer relationships to maximize the impact of the OAG's work.
- Support the Director, Communications, as a media contact for the organization and its work.
- Implements and helps lead the OAG's online strategy and infrastructure (e.g., maintenance of the office intranet, public-facing website content and user experience, social media accounts, and email subscription service).
- Develops surveys, data analysis methodologies, strategies, and performance indicators for use in measuring tactical success, and uses findings to adjust and improve approach to stakeholder engagement.
- Identifies resource and budget requirements for new stakeholder-specific communication initiatives and individual projects by providing cost data for the Director, Communications' approval.
- Recommends project schedules (with tools like Gantt charts), monitors progress, and takes/recommends corrective action to ensure projects are on time, within budget and meet quality standards, and prepares related reports for Executive
- Collaborates with the Multimedia Services Lead and Writing Services Lead to deliver engagement-related projects.

Date: September 26, 2024

JOB REQUIREMENTS

EDUCATION & EXPERIENCE

- A diploma, bachelor's degree or master's degree in a related field, such as communications, public relations, marketing, or journalism.
- Minimum three years of experience in an account management, media relations or stakeholder engagement role including identifying, developing and nurturing strategic partnerships.
- Minimum three years of experience working in a busy communications environment (e.g., in a public or private sector communications office, public relations, media relations, broadcasting or journalism, or other related capacity).
- Minimum three years of experience developing strategic communication and/or marketing plans.
- Minimum three years of experience implementing and evaluating communications materials.

PREFERENCES

- Preference may be given to candidates with experience with government structure, executive and processes.
- Preference may be given to applicants who have experience with content management systems (e.g., Drupal, WordPress).
- Preference may be given to applicants with experience practicing advanced technical skills in any of the following: writing, social media marketing, web design, graphic design, and/or video production/animation.
- Preference may be given to applicants with work experience at an independent office of the B.C. legislature (or other provincial legislature).

KNOWLEDGE, SKILLS AND ABILITIES

- Ability to write and edit quickly and accurately to tight deadlines.
- Demonstrated skills in grammar, plain language writing and Canadian Press style.
- Knowledge of corporate communications processes.
- Excellent oral and written communication skills.
- Excellent interpersonal skills to establish and maintain effective working relationships with colleagues, organizational partners and interested parties.
- Strong knowledge and skill with social media and corporate website maintenance.
- Ability to set priorities and manage multiple projects to tight deadlines and produce quality products in a timely manner.
- Ability to plan and manage a diverse range of projects with multiple components while dealing with conflicting demands, shifting priorities and tight deadlines.
- Knowledge of project management principles.

PROVISO

- Must be eligible to work in Canada (Permanent Resident or Canadian citizen).
- Successful completion of security screening requirements of the BC Public Service, which may include a criminal records check, and/or *Criminal Records Review Act* (CRRRA) check, and/or enhanced screening checks as required by the office.
- Must be willing to work in-office based on operational requirements.

BEHAVIOURAL COMPETENCIES

Achieving Business Results

Strategic orientation	The ability to link long range visions and concepts to daily work, ranging from a simple understanding to a sophisticated awareness of the impact of the world at large on strategies and on choices.
Planning, organizing and coordinating	Involves proactively planning, establishing priorities and allocating resources. It's expressed by developing and implementing increasingly complex plans.

Personal Effectiveness

Building partnerships	The ability to build long term or ongoing relationships with those who share an interest in what you're doing.
Flexibility	The ability and willingness to adapt to and work effectively within a variety of diverse situations and with diverse individuals or groups.

Interpersonal Relationships

Concern for image impact	An awareness of how one's self, one's role and the organization are seen by others. The highest level of this competency involves an awareness of and preference for, respect for the organization by the community.
Teamwork and cooperation	The ability to work cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals. It includes the desire and ability to understand and respond effectively to other people from diverse backgrounds with diverse views.

Equity, Diversity and Inclusion

Cultural agility	The ability to work respectfully, knowledgeably, and effectively with Indigenous people and/or people from different social, ethnic and/or cultural backgrounds, cultures and identities. It is noticing and readily adapting to cultural uniqueness in order to create a sense of safety for all. It is openness to unfamiliar experiences, transforming feelings of nervousness or anxiety into curiosity and appreciation. It is examining one's own culture and worldview and the culture of the Office of the Auditor General, and to notice their commonalities and distinctions with Indigenous cultures and worldviews. It is recognition of the ways that personal and professional values may conflict or align with those of Indigenous people. It is the capacity to relate to or allow for differing cultural perspectives and being willing to experience a personal shift in perspective.
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