

Job Information

Job title	Community Engagement Specialist – Transportation		Job Code: CMENSP	Pay Grade: N
Title of immediate supervisor	Sr Transportation Planner			
Department/Division	Engineering / Transportation and Development Services			
Prepared by	T McKay			
Date Created	December 2024	Revised date		

Job Purpose

This position performs functions relating to community outreach, engagement, communications, and education to support the development and implementation of Saanich Transportation Policy and infrastructure. The role acts as a key interface with the Corporate Communications team and the departmental technical staff, building bridges between these two groups and leading engagement related to Saanich Transportation Policy and infrastructure development.

Duties and Responsibilities

- Fosters relationships with various community stakeholders and agency partners to build and cultivate partnerships to advance Saanich's transportation goals and mode share priorities.
- Develops and evaluates Saanich's communication and engagement processes, systems and strategies for transportation projects.
- Translates technical details into plain language to support public consultation and engagement processes, develops strategic messaging.
- Tracks communications activities and reports on trends, successes and arising issues.
- Develops and implements a variety of communications approaches and initiatives to support programming including developing social media and website content in consultation with the Communication Division.
- Prepares, coordinates and attends engagement events for transportation initiatives.
- Monitors and responds to written and verbal communication with the public (email, telephone, social media, etc)
- Liaises with the Communication Division to support media response and to ensure transportation outreach activities are aligned corporately.
- Responds to departmental work programs, community issues, work assigned by team manager, and requests from Council or the public.
- Reviews work with supervisor and presents information at Divisional meetings.
- Makes recommendations to team manager regarding new initiatives, large projects and required policies.
- Performs other related duties as required.

Qualifications

- University undergraduate degree in Planning, Communications, Public Administration, or related field.
- 3 years of experience in Communications. Experience contributing to the success of transportation projects would be an asset.
- Experience in a local government or public institution setting is an asset
- Superior interpersonal and communication skills.
- Exceptional research, writing, proofreading and editing skills for various communication channels.
- Knowledge of/familiarity with Canadian Press (CP) Style writing.
- Able to translate multifaceted concepts into plain language for different audiences.
- Knowledge about sustainable transportation policy and projects.
- Able to simultaneously support many projects of a variety of types

- Able to handle conflict in a positive way and manage discussions where there are differing opinions involved
- An equivalent combination of education and experience may be considered.

Physical Requirements

- Sufficient health, physical conditioning, strength, stamina and coordination to permit performance of work.

Working Conditions

- Works in an office environment, with occasional engagement events and site visits in the community.