

1. Position No. 80166	2. Descriptive Working Title Employee Engagement Specialist		3. Present Classification Excluded Management
4. Branch Human Resources	5. Department Employee Engagement	6. Proposed Classification	Date November 2009 Revised Dec 2013, Oct 2019, Jan 2022
7. Position No. of Supervisor TBA	8. Descriptive Work Title of Supervisor Manager, Employee Engagement		9. Classification of Supervisor Excluded Management

POSITION SUMMARY

Reporting to the Manager, Employee Engagement, the Employee Engagement Specialist will support the development, implementation, coordination and improvement of a broad range of employee programs and initiatives. He/she/they writes and edits creative and innovative communications materials; facilitates employee engagement surveying; organizes HR-led equity, diversity, inclusion and belonging initiatives and participates in other initiatives supporting BC Housing employees in achieving corporate goals and in building and maintaining a strong and positive employee culture.

MAJOR RESPONSIBILITIES

1. Writes and edits creative and innovative communications materials, including translating complex programs, policies and organizational priorities into messaging that is engaging, relevant and accessible for a broad range of audiences. Creates web copy, slide decks, presentations, speaking notes, research papers, articles, and other resources with a consistent, respectful, and compelling voice.
2. Facilitates employee engagement surveying including annual engagement survey, pulse surveys, and initiative-specific surveys, engagements, focus groups and other employee consultations. Works with the Director, Employee Engagement to develop processes for cross-branch input and collaboration, program rollout and communication, report development and coordination, and organization-wide reporting, presentations, and action planning. Liaises with external research and design firms on program management and contract monitoring.
3. Organizes HR-led equity, diversity, inclusion and belonging (EDIB) initiatives, working closely with the Manager, Employee Engagement. Coordinates employee resource group memberships, meetings, strategic planning, facilitators and consultants; researching, recommending and supporting the rollout of EDIB-related employee training and resources; working closely with the Manager, Employee Engagement on cross-branch collaboration both organization-wide and with the corporate Office of Equity, Diversity, Inclusion and Belonging (OEDIB). Assists with the application of an equity lens on all employee programs, activities and events, policy development, employee and family assistance program, collective agreements, labour relations, standards of conduct, respectful workplace and diversity and inclusion policies and training.
4. Supports activities and coordination of employee programs, including Rewards, Livegreen, Community Connections, Employee Interest Groups, Hybrid Work and related program development.
5. Prepares HR-related, internal communications materials including researching and writing research papers and industry scans, coordinating quarterly branch reports, gathering data and writing year-end branch reports. Creates recruitment materials including articulating employer branding and employer value proposition (EVP) and writing and editing web and print media content, including ensuring HR and related employee information pages and web content are reviewed and up to date. Assists with writing and editing of HR-related all-staff communication; manages HR Communications

- calendar for role-specific and all-staff communication; researches and writes content for employee newsletters and other materials; and contributes to editorial calendars.
6. Supports the Employee Engagement Team in the ongoing rollout and evolution of the employee onboarding program. Contributes to program materials development, reporting, and cross-branch communication and collaboration.
 7. In collaboration with the Manager Employee Engagement, provides support for corporate social responsibility platform by writing content for articles, arranging for internal and external speakers and assisting in other related duties to promote the events, including Livegreen Employee Council, Diversity and Inclusion, Social Club, Rewards Points programs such as Wellness Rewards, Volunteerism and Community Connections fundraising program.
 8. Maintains Employee Engagement calendar used for planning and delivery of major initiatives, and seeks ways to maximize resources and prioritize and schedule corporate-wide engagement and employee communication initiatives.
 9. Participates in the planning and execution of employee events including Town Halls, and Semi-Annual Meetings (SAMs). Works with employee engagement team and Communications branch on planning, announcement materials and execution. Also supports employee recognition and awards, interviews nominators, and organizes the interview panel of the award selection committee.
 10. Performs other related duties that do not affect the nature of the job, including conducting special studies, making presentations and participating in task force, project teams and committee work.

ORGANIZATION

The Employee Engagement Specialist reports to the Manager Employee Engagement.

No positions report to the Employee Engagement Specialist. The position provides guidance and direction to co-op students or part-time or contract employees working on onboarding and employee engagement initiatives.

QUALIFICATIONS

Education, Experience and Occupational Certification

Bachelor's degree in communications, marketing, journalism, human resources, or relevant field

Sound experience in the research, coordination, implementation, communication and administration of employee engagement programs and initiatives for a dynamic, forward-thinking public sector organization.

Or an equivalent combination of education, training, and experience acceptable to the Employer

Knowledge, Skills and Abilities

Core Competencies:

- Personal Effectiveness
- Communication
- Results Oriented
- Teamwork
- Service Oriented

Sound knowledge of the philosophies and practices related to employee engagement and communications

Some knowledge and skill in working with web editing programs and photo editing software

Exceptional writing, editing, presentation and communication skills

Effective research, analytical and problem-solving skills

Effective interpersonal and organizational skills

Ability to learn and understand the Commission's operations and activities

Ability to conduct needs analyses, identify gaps, and develop programs and processes to improve the employee experience

Ability to present creative ideas for the design and development of employee engagement and employee communication initiatives and coordinate the implementation, promotion and administration of programs

Ability to create project work schedules

Ability to establish and maintain constructive working relationships with all levels of Commission staff

Ability to exercise discretion, tact, diplomacy and good judgment

Proficient in the use of Microsoft Office Tools (including Word, PowerPoint, Excel and Outlook)