

Department:	Resources and Public Engagement	
Responsible to:	Director, Resources and Public Engagement	
Supervise:	Public Engagement Officers	
Classification:	G	
Status:	Full time Permanent	
Working Conditions:	Hybrid; Sedentary	
Location:	Winnipeg Preferred	May 2022

Position Summary

The public engagement manager is responsible for developing and implementing a program of activities and materials to increase the knowledge of Canadians on issues of global hunger and food justice. This will include developing and distributing educational, worship, and advocacy materials, overseeing the learning tours and international visitors programs and initiating and supporting events that foster learning about global hunger and that facilitate international dialogue on relevant issues.

The manager ensures public engagement staff respond to needs identified by regional, public policy and other staff, and corresponding member agency staff.

This position is based in Winnipeg. Other locations may be considered. Periodic domestic and international travel will be required.

Primary Working Relationships:

The public engagement manager reports to the resources and public engagement director and works collaboratively with other program managers in the department - the communications manager and the supporter relations manager - to ensure consistency and coordination of messaging and program implementation plans across the department.

The public engagement manager supervises a team of two public engagement staff, and is supported by the department coordinator.

Roles and Responsibilities:

(Key: A = act; A&I = act & inform; AAC = act after consultation)

1. **Program Management – Provide oversight and leadership to the Foodgrains Bank’s public engagement program:**
 - 1.1. Planning – Develop an effective public engagement program of activities and initiatives aligned with member priorities, the organization’s strategic plan and department operational plan. **AAC**

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| 1.2. Implementation – Work with public engagement staff, the department coordinator and other department managers to ensure that engagement plans, activities and materials are developed, distributed and implemented in a timely and effective manner. | A&I |
| 1.3. Budget Management – Manage the public engagement budget, including recommending budget line allocations for public engagement within the larger department budget and managing the public engagement program within predetermined budget allocations. | A |
| 1.4. Monitoring and Reporting | A |
| <ul style="list-style-type: none"> - Ensure that engagement plans are monitored, that progress is measured against expected outcomes, and plans are adapted as needed. - Provide reporting on program activities and outcomes as required or requested, including to board of directors and Global Affairs Canada. | |

2. Team Management – Oversee and manage the work of the public engagement team, including:

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| 2.1. Supervising public engagement staff. | A |
| 2.2. Mentoring – Mentor team members and provide opportunities for direct reports to develop and improve their work. | A |
| 2.3. Performance Management | A |
| <ul style="list-style-type: none"> - Provide ongoing support to public engagement staff to strengthen performance, including monitoring performance to ensure that activities are aligned with departmental and organizational goals and that program outcomes are met. - Provide regular performance feedback and a formal annual performance evaluation for public engagement staff. | |
| 2.4. Recruitment – Support the development of public engagement job descriptions, ensure that roles and expectations of positions are clear and appropriate to the goals of the program and the organization, and participate in recruitment of public engagement staff. | - |
| 2.5. Foster positive team dynamics within the engagement team and ensure that team members are fully integrated into the larger resources and public engagement department. | A |

3. Digital Engagement – Lead innovation and digital engagement in educating and calling Canadians to action on global hunger, supporting the department objective of becoming a leading digital engagement/education team.

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| 3.1. Develop and implement effective organizational practice for digital engagement/education. | A&I |
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4. Relationship Management – Build and maintain positive relationships with internal and external stakeholders including members, other sector organizations, and other departments:

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| 4.1. Participate fully and positively in the work of the resources and public engagement department. | |
| 4.1.1. Participate in departmental and team meetings. | |
| 4.1.2. Stay current with the work of the international programs department and public policy department, and the humanitarian and development sector in Canada and globally on issues and trends in global hunger. Develop educational responses to emerging stories in consultation with other department staff. | |
| 4.1.3. Act as liaison between the resources and public engagement department and the public policy department, ensuring good communication, and collaboration across the departments. | |
| 4.1.4. Department director – Support and work with the department director to ensure clear communication between the public engagement team and the rest of the department, | |

including ensuring that departmental plans are effectively communicated and implemented by the public engagement team.

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| 4.2. Members – Work with members to increase the number of constituent churches engaging with the Foodgrains Bank on an annual basis. Collaborate with member agencies to support their public engagement programs, offering support to the member working group. | A&I |
| 4.3. Sector Organizations – Develop and maintain relationships with public engagement staff at other Canadian organizations working in the international or food security sector. | A |
| 4.4. Government – Develop and maintain relationships with public engagement counterparts at Global Affairs Canada, and other relevant elected officials and government staff as needed. | AAC |

5. Other

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| 5.1. Provide management support to the director of resources and public engagement as required. | AAC |
| 5.2. Represent public engagement on interdepartmental teams as needed. | A |
| 5.3. Provide support and public engagement advice to the broader department activities. | A |
| 5.4. Assist in preparing board and other reports as requested. | A |
| 5.5. Take on other duties as may be requested from time to time. | |

Qualifications:

Education:

- Post-secondary education or relevant certification in a related field such education, international development, social change or equivalent experience
- A background in adult education, learning theory, and workshop facilitation will be strong assets to success in this role.

Experience:

- 5 or more years of experience in related engagement and education work is required, including
 - Experience with engaging and educating various audiences on social issues
 - Experience and skill in conducting online, hybrid and in-person workshops, webinars, training sessions and other group learning events.
 - Experience with and knowledge of a variety of contemporary online and digital engagement tools.
- Experience in team leadership and staff supervision are strong assets.

Special Skills:

- Strong writing and communication skills
- English language fluency
- Effective interpersonal and public communication skills
- Identify with and support the underlying mission and Christian dimension of the Foodgrains Bank
- Must be an active member of a Christian church community
- Availability for international and domestic travel
- Knowledge of food security, food aid, and international development/relief issues

Assets:

- Previous overseas work experience in the context of food security

- Knowledge of Canadian agricultural systems and issues
- Knowledge of small-holder farming in developing countries
- Fluency in French
- Lived experience with forced displacement or living in conflict zones