

CLASSIFICATION JOB INFORMATION

SAP Job ID:	90005812
Position/Classification Title:	Program Administration Officer 3
Pay Grade:	PR 13
Add-On Eligibility:	False
Standardized:	No
Inactive	No
Date Last Evaluated:	2/10/2025

JOB INFORMATION

Job/Working Title:	Regional Outreach Officer
Department:	Emergency Management
Division/Section:	Regional Operations and Infrastructure
Reports To (Position Title):	Regional Emergency Operations Program Manager
Exclusion Status:	Non-Excluded

OVERALL PURPOSE

Reporting to the Regional Emergency Operations Program Manager, the Outreach Officer will serve as a key member of the regional operations team, supporting many regional emergency management activities, with a key focus on outreach and promotion activities related to the Nova Scotia Guard network, public alerting, and fostering an overall culture of preparedness within the region, to empower communities with the knowledge and resources to be resilient.

The Outreach Officer will focus on researching, developing, implementing and administering innovative and effective outreach, engagement and promotional programs in an assigned region for the Nova Scotia Guard and its associated network, individual community members, community organizations, corporations, non-governmental organizations (NGOs) and others. They will work to increase participation in the Nova Scotia Guard and raise awareness within communities regarding effective emergency preparedness, resilience to disasters, and recovery from major events.

They will build strategic relationships with municipalities, NGOs, and other regional partners to create alignment on emergency preparedness programs and business continuity plans, messaging, and activities, to ensure a consistent approach within each region that reflects the uniqueness of each region and the communities within it, including specialty populations such as immigrants, homeless, or minority cultural communities. They will encourage outreach investments by various partners, and evaluate proposals requesting departmental funding for outreach activities.

KEY RESPONSIBILITIES

Leads the development of outreach and engagement strategies supporting emergency management in each region. Researches best practices for public outreach and emergency management messaging. Using broad knowledge of emergency preparedness and management, develops innovative programs, campaigns, materials (print, audiovisual, website, social media, etc.) to promote and increase participation in the Nova Scotia Guard and overall emergency management awareness, within each region. This includes individual and organizational participation. Regularly meets with community groups, businesses, NGOs, first responders and individuals to promote the value and role of the Nova Scotia Guard and encourage participation.

As regional lead for outreach, provide specialized outreach expertise and advice to partners on the most effective means and content for outreach efforts to influence community behaviour. Develops and maintains strategic partnerships with municipalities, community groups, NGOs, educational organizations, and others; leverages relationships to increase outreach opportunities. Works to ensure messaging from all players is consistent with provincial priorities for emergency management and disaster preparedness.

Creates and implements community engagement programs tailored to the region. Leads the coordination and facilitation of outreach activities including workshops and information sessions, as well as attending public events of various varieties (festivals, parades, concerts, gatherings) to present messages around the need for a culture of preparedness across the region. Develops and delivers compelling educational content (presentations, videos, brochures) to various community members to support preparedness and planning for emergencies and disasters, increase community resilience, and support recovery from incidents through effective community planning.

Works to understand the perspectives and challenges in the assigned area, and tailors messaging to be relevant to specific communities and their needs.
Develops and maintains awareness and understanding of the uniqueness of local communities (geographic, cultural, economic, etc.). Understands how they respond in a disaster – who the community influencers are, where they may gather, unique challenges, and what supports they may need that are different from the general population. Documents these conditions as part of a regional emergency management program, to ensure that regional staff have an effective understanding and access to timely information on unique challenges that may exist. Develops and recommends adoption of province-wide policies related to specific vulnerable populations.
Completes reviews of emergency management programs and business continuity plans from various collaborators including municipalities, critical infrastructure partners, and government departments/agencies. Provides feedback based on knowledge of community needs and specific vulnerabilities gathered through outreach activities. Identifies areas for rationalization and alignment across the program and plans of various collaborators, makes recommendations for improvements, and supports improvements through outreach.
Leads the regional management and deployment of the Nova Scotia Guard. The Outreach Officer is responsible for ensuring that NS Guard members (individuals and organizations) remain actively engaged with the program through developing and delivering planning and information sessions, and training and exercise sessions; credential verification; and assessment of the skills and abilities of guard members. When the NS Guard is required to support incidents, the Outreach Officer will be the lead point of contact within the assigned region for deployment of NS Guard members, ensuring they are effectively coordinated, supported, and able to perform required tasks. Also serves as key point of contact for regional NGOs (such as Red Cross) in coordinating their activities with the Department and the NS Guard.
Sets regional goals for outreach activities in conjunction with other outreach officers across the province. Evaluates the effectiveness of all regional outreach programs and partner engagements. Tracks data on engagements (meetings, training and exercising, etc.) and achievement of goals, and regularly reviews the data to ensure partner groups are equitably engaged based on their role and importance to emergency management functions. Identifies gaps and makes recommendations on adjustments to approach. Continuously evaluates national best practices and funding opportunities that will enhance local outreach programs.
During emergencies and Regional Emergency Operations Centre (REOC) activations, supports the Regional Emergency Operations Program Manager in the field or at REOC sites to manage the incident, including coordinating resources, preparing situation reports, addressing requests for assistance, identifying available resources (within government or partner agencies across the NS Guard network), deploying resources and equipment, and communicating regional needs back to the Department.

May perform other related duties as assigned

In addition to the duties and responsibilities outlined in the job description, this job may include other, assignment-specific requirements (ex: French language, drivers license, membership in an employment equity group or security screening, etc.)

PEOPLE MANAGEMENT

Type of Role	X Individual Contributor	Manages/Supervises People
Other Resources (e.g., Internal/External Project Resources, Consultants, Students, Casuals, etc.)		

SCOPE

Contacts (Typical):	Works on a daily basis with the Regional Operations Emergency Program Manager.
	Regularly liaises with municipal and First Nations emergency management coordinators and their communities. Liaises with critical infrastructure providers' Emergency Management or Business Continuity leads. Provides ongoing assistance and advice to special interest groups regarding emergency planning and training. Liaises with communities on a regular basis through community volunteer organizations, churches, schools, and public events. Deals with a wide variety of citizens with various levels of understanding of emergency management and preparedness.
	Maintains regular contact with staff in local offices of various government departments and ongoing contact with regional Nova Scotia Guard Volunteers.
	Works with the DEM Planning and Preparedness group regularly on business continuity and emergency management plan reviews.
	When the REOC is activated during emergencies, may deal with representatives from multiple public safety agencies, critical infrastructure providers, or

	government officials.
Innovation:	<p>Innovation is required in determining how best to deliver effective messaging to a wide variety of communities, with different levels of understanding of emergency preparedness, different educational levels, and different interests. Must develop and deliver innovative programs, materials, presentations, and develop strategies in order to reach the desired populations with meaningful and impactful messaging, including awareness and understanding of the role of the department and the Nova Scotia Guard.</p> <p>Must develop effective input to emergency management programs and business continuity plans. Must find what is not obvious – look for the groups and communities that are trying not to be seen and determine their true needs, what is unspoken.</p> <p>Must be able to interpret policy, regulations, guidelines and provide partners with advice and direction to achieve consistency with program delivery across the province.</p> <p>Conducts research and recommends policies, activities, and programs to the Department.</p> <p>Works with NS Guard volunteers and assesses their capability, suitability, and effectiveness for the roles they have registered for. Finds ways to apply their skills to maintain interest in the program.</p>
Decision Making:	<p>Working collectively with the Regional Emergency Operations Program Manager and the other five outreach officers, they will make decisions regarding communications and marketing strategies, program target audiences, content of education and promotion materials, and standards for the outreach program.</p> <p>Makes decisions about attendance at events, travel, and presentation logistics.</p> <p>Makes recommendations to senior staff about specific NS Guard volunteers in terms of performance and suitability for the roles.</p>
Impact of Results:	<p>Results achieved produce viable and effective emergency management programs, raise public awareness of emergency preparedness initiatives, provide education on the work of the department and the Nova Scotia Guard, and ultimately ensure a greater awareness and understanding of the culture of preparedness across Nova Scotia.</p> <p>Their work contributes directly to the success of emergency management across their region, and the effectiveness of relationships between key partners, as effective planning, promotion, coordination, and relationship management lead to effective response and more effective recovery from disasters. This also leads to stronger public confidence in both municipal and provincial governments.</p>
Other:	The incumbent will be required to work extended hours during emergencies and may be asked to participate in standby rotations, as needed. This position will report to the Program Manager, who is authorized to make decisions 24 hours a day, 7 days a week, to ensure that any emergent crisis is professionally and efficiently managed.

LICENSES/CERTIFICATIONS

WORKING CONDITIONS

Physical Effort

Work activities involve rotating positions of light physical activities, requiring little physical effort and/or easy muscle movements. Majority of time is spent in a comfortable office setting, with some site visits as required, and frequent opportunity to move about and/or change positions.

Physical Environment

Works in an environment with exposure to acceptable working conditions. Occasional exposure to mild unpleasant or disagreeable conditions (e.g., dust, dirt, noise, etc.) and possibility of accident or health hazards is minimal.

Sensory Attention

Work activities involve a need to concentrate on a variety of sensory inputs for short durations, several times a day, requiring attention to detail. If interrupted, some lost time is experienced to backtrack and continue activities. The need for detailed or precise work and/or repetitive tasks is moderate.

Psychological Pressures

Work activities are performed in an environment with occasional exposure to one or more psychological pressures (e.g., deadlines, repetitive work, moderate unpleasant public/client situations, etc.). Has the ability to largely control the pace of work with few interruptions. The degree of psychological stress is not noticeably disruptive to the work, and the unpleasant reaction is not too strong/persistent. Disruption to personal life due to work, work schedules or travel is moderate.

Additional Information:	
Data From Conversion:	