

Bargaining Unit (BU) - Job Description

Classification Evaluation Rationale

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Classification Evaluation Summary Identification:

Classification / Job Title	Regional Outreach Officer		
Department/Division	Emergency Management/ Regional Operations and Infrastructure		
SAP Job ID	90005812	Pay Grade	PR 13
Add-On Eligibility	FALSE	Date Evaluated	2025-02-10
Evaluator (Name/Title)	Debbie Saunders/Classification Consultant		

Job Details/Changes Considered in Evaluation:

Overall Organizational Design, Structure, Mandate (job and/or department/division):

This is a new job in the Regional Operations and Infrastructure Division of the Emergency Management department.

The goal of this position is to enhance regional emergency preparedness and resilience by promoting the Nova Scotia Guard network, increasing public awareness, and fostering a culture of preparedness within communities. The Outreach Officer will play a crucial role in building a resilient and prepared region by driving engagement and fostering strategic partnerships. This position is essential for enhancing the overall effectiveness of regional emergency management activities.

The position requires 6 incumbents (1 for each region of the Province including 1. Central, 2. Colchester, 3. Northern, 4. Cape Breton Regional Municipality, 5. Kings, and 6. Yarmouth)

Duties/Responsibilities (source/reason for new/changed work, key focus area[s], accountability, complexity, volume and other dimensions the job):

Reporting to the Regional Emergency Operations Program Manager, the Regional 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 Regional Outreach Officer will focus on researching, developing, and implementing innovative and effective promotional programs for the Nova Scotia Guard and its associated network within a region, and across individual community members and organizations, corporations, NGOs, and others. They will work to increase participation in the NS 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.

Reporting Relationships (Above/Below):

The job is an individual contributor that reports to an EC 12 Regional Emergency Operations Program Manager.

Comparison to the Classification Standards:

*For further details regarding BU classification methods, please visit [MyHR](#).

Program Administration Officer 3	
Standard	Evaluation Rationale
<i>Work at this level differs from the Program Administration Officer II primarily in the independence of action required in performing specialized and/or administrative and supervisory work in developing government programs.</i>	<ul style="list-style-type: none"> Leads the development of outreach and engagement strategies supporting emergency management for the assigned region and independently customizes them to meet the needs, community, geographical and other contexts of the region. As regional lead for outreach, the job independently provides specialized outreach expertise and advice to partners on the most effective means and content for outreach efforts to influence community behaviour.
<i>Duties may involve the responsibility for the administration, management and delivery of government programs in a region; administer and supervise the mediation of complaints in accordance with departmental policies and government legislation; plan, develop, evaluate, promote and monitor new initiatives.</i>	<ul style="list-style-type: none"> Researches, develops and implements innovative and effective promotional programs for the Nova Scotia Guard and its associated network within a region, across individual community members and organizations, corporations, NGOs, and others. Evaluates and enhances these programs to: increase participation in the NS Guard; raise awareness within communities regarding effective emergency preparedness; build regional resilience to disasters; and facilitate effective recovery from major events. 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.
<i>Work is performed with considerable independence and initiative and is subject to general review for adherence to departmental objectives.</i>	<ul style="list-style-type: none"> The job has a high level of autonomy and initiative, since it is only 1 of 2 jobs dedicated to each region (i.e. the Outreach Officer and the Regional Operations Program Manager).

Referenced Comparator Classification(s):

Comparator Identification	Explanation
PAO 3, Outreach Officer (90003203) Department of Natural Resources	Compares well with this Outreach Officer job as both are Regional Leads that are responsible for the development, delivery, administration, evaluation and enhancement of customized outreach/engagement and other programs for different target audiences.