

## Social Planner

---

### **DEFINITION**

This is professional planning work in the areas of social services planning and/or city-wide recreation planning in a multidisciplinary team environment.

Employees of this class are responsible for providing community based agencies with social consultative and monitoring services as it relates to the development and administration of preventive social services programs or low income and social housing, and/or conducting socio-economic evaluations, planning and developing innovative strategies for city-wide social and recreation services.

Work has an emphasis on the development of social policy documents and the management of preventive social service funding programs based on the results of community needs assessments and evaluation studies. Work involves collaboration and partnership with diverse community groups.

Employees work with considerable independence and initiative in the funding, consultation and implementation of service initiatives consistent with municipal priorities and/or provincial requirements.

Work involves the effective long-range planning and co-ordination of programs and projects to meet the social needs and aspirations of community services provided throughout the City.

Incumbents may be required to act as a Project/Team Leader or Contract Manager and provide advice and direction to consultants or other professional staff.

Work is performed under strategic guidance; results are evaluated through consultation with a superior for conformance with municipal policy and procedures, and through the implementation of reports and recommendations.

### **TYPICAL DUTIES\***

*CONDUCT RESEARCH AND ANALYSIS* - Design & conduct community services research projects. Conduct literature reviews. Prepare statistical and narrative reports. Research, collect and disseminate information on community service issues and services. Analyse available databases. Research, compile and prepare reports for statistical and performance reporting. Identify gaps in community services in order to enhance effectiveness. Interpret statistics & demographics. Conduct program needs assessment. Perform situational analysis/ environmental scan. Use planning tools. Identify impact of social and economic systems. Identify change strategies. Identify liberating social and economic systems. Identify indicators to measure systemic change. Design surveys. Design questionnaires. Lead focus groups. Apply participatory action research methodology. Apply needs assessment skills. Identify primary and secondary sources of information. Facilitate community driven research activities. Gain sense of complexity and diversity of community. Perform community analysis.

*DESIGN AND EVALUATE INITIATIVES & PROGRAMS* - Participate in the development of proposals for new services or the re-design of existing services. Assess the conceptualisation, design, implementation and utility of initiatives & programs. Evaluate social service initiatives & programs. Identify participative strategies. Consult, with staff, families, clients & service providers to facilitate an enhanced system response to citizen needs. Establish criteria for program evaluation. Assist in the development and implementation of program monitoring, performance evaluation & evaluation tools. Develop, implement and monitor service improvement projects. Create short and

long term goals and objectives. Develop evaluation mechanisms. Understand & apply principles of primary, secondary and tertiary prevention. Understand & apply principles of sustainability. Understand & apply local and international marketing techniques. Perform feasibility studies. Develop business plans. Identify financing options. Understand & apply opportunity assessment. Understand & apply cost benefit analysis. Use social/ environmental/ economic assessment principals. Understand & apply linkages and income leaks. Recapture financial value. Understand & apply equity building tools. Understand & apply business retention and expansion. Assess human resources, capabilities. Assess appropriate ownership models. Apply collective community ownership principles. Understand & apply collective financing tools.

*ASSESS POLICY* - Review draft regulatory changes for fiscal and program impacts. Evaluate public policy. Separate & rank technical, normative, value and political differences affecting policy options. Receive input on policy. Analyse and comment on policy documents and reports. Interpret regulations and policy. Analyse social needs and related policy issues.

*DEVELOP POLICY* - Present research for use in policy & administration decision-making. Revise policies based on federal & provincial laws & regulations. Analyse impact and long-term ramifications of alternative policies. Develop policy and procedures. Separate and rank technical, normative, value and political differences affecting policy options. Receive input on policy. Provide input and recommend revisions to policies so that service is maintained or improved. Implement policy changes. Learn and respect political climate (big and small politics). Analyse social needs and related policy issues.

*MANAGE INITIATIVES/PROGRAMS/PROJECTS* - Develop specific strategies for specific issues. Develop and manage budgets. Develop a team. Monitor and evaluate. Support the team. Achieve deliverables. Identify priorities. Understand & apply project management skills.

*SUPPORT COMMUNITY BUILDING* - Identify community issues. Provide information on statistic demographics. Serve as liaison between organisations and city departments. Facilitate networking between organisations. Receive and direct information to and from organisations. Assist organisations in setting goals and objectives. Assist organisations with budgeting. Advise organisations on existing policies, services & decisions from all levels of government. Identify community based organisations and assist in linking these organisations. Facilitate the development of affordable housing. Facilitate the development of community enterprises. Co-ordinate service activities with other service providers.

*ASSIST ORGANISATIONS WITH FUNDING* - Research funding sources. Refer organisations to appropriate funding sources. Study and interpret grant criteria. Review grant application. Support organisations in following up on grant process - evaluation and accounting. Analyse financial statements. Understand & apply accounting principles. Identify funding sources. Develop and maintain relationships with fundraising sources.

*GOVERNANCE* - Develop board and staff training materials. Understand & apply different governance models. Recommend appropriate governance models. Ensure compliance with regulations. Define ways governance can support community.

*PUBLIC PARTICIPATION*- Receive input on policy. Encourage community and stakeholder participation. Identify intended outcomes of project requiring public participation. Identify information being sought from the public and information to be presented so that the public will understand the project. Identify information needs and public participation methods. Communicate with stakeholders to let them know how their input was considered and used. Measure the effectiveness of the public participation process.

*UNDERSTAND THE REALITY OF THE ENVIRONMENT* - Adapt to local culture. Perform situational analysis/ environmental scan. Define and respect community values. Promote inclusiveness. Understand & apply sense of complexity and diversity of the community.

COACHING/ MENTORING - Consult with peers to improve service and increase competency of staff. Guide, counsel and mentor professionals within social work/community service disciplines. Transfer skills & knowledge. Share lessons learned. Define informal training opportunities. Promote "Learning Organisations".

**KNOWLEDGE, ABILITIES AND SKILLS**

Extensive knowledge related to the planning, administration, co-ordination and management of social and recreation services.

Thorough knowledge of the theories and practical application of social analysis, business planning, research and evaluation and their implications from a planning perspective.

Good professional judgement and organisational skills in order to co-ordinate the contributions of professional staff in a multi-disciplinary and/or multi-sectoral settings.

Ability to work diplomatically and persuasively with community groups, agencies, and organisations.

Ability in preparing and presenting comprehensive plans, reports on submissions.

Keen sensitively and understanding of the political process involved in gaining support approval of recommendations/initiatives.

Ability to design, implement and manage social research and evaluation projects.

Ability to apply and interpret statistical/economic/business analysis.

Ability to prepare and present information as requested to various organisations and groups. Translate and interpret culture; translate & interpret contract & legal language. Write to the audience. Write reports, proposals/project charters, letters, R.F.P.s. Speak publicly. Create/make presentations.

Ability to use technology by matching purpose with needs. Use word-processing, spreadsheets and databases, geographic information systems (spatial analysis), internet and PowerPoint presentation software.

**TRAINING AND EXPERIENCE REQUIREMENTS**

Job Level

Master's degree in Social Work, Business Administration or in a related field, and a minimum of three (3) years' professional social planning experience in the area of specialisation.

Holders of degrees in Social Work must be registered with the Alberta College of Social Workers.

*\* This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0612			
Last Updated:	2003-09			
Previous Updates:	2001-01, 1982-09			
Originated:	1982-03			