
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, development, and co-ordination of programs and projects to meet the social needs and aspirations of community services provided throughout the City.

Incumbents will act as a Project/Team Leader 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 databases. Research, compile and prepare reports for statistical and performance reporting. Identify gaps in 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 and 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. Develop and implement 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 understand 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. Support the team. Achieve deliverables. Identify priorities. Monitor and evaluate programs and projects. 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, setting goals and objectives and budgeting. Advise organisations on existing policies, services & decisions from all levels of government. 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 and identify 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. 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- Research best practices 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 - Understand 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 and demonstrated knowledge related to the planning, administration, coordination and management of social and recreation services.

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

Demonstrated professional judgement and organisational skills in order to coordinate the contributions of professional staff in a multi-disciplinary and/or multi-sector settings.

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

Project and program management, development and implementation skills

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

Demonstrated 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.

Demonstrate sensitivity to the political environment and possess strong political acumen to manage those sensitivities

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

Ability to use technology and software programs including Google applications, spreadsheets and databases, geographic information systems (spatial analysis), and other programs as required..

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

Degree in Social Work, Business Administration, Sociology, Recreation or in a related field, and a minimum of five (5) years professional social planning, social development, project management or experience in the area of specialisation OR Masters Degree in Social Work, Business Administration, Sociology or a related field and a minimum of three (3) years professional experience in area of specialization.

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:	2023-05			
Previous Updates:	2003-09, 2001-01, 1982-09			
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