

# Director External Relations Job Posting

## Professional Engineers Ontario (PEO)

### Position Profile

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Established on June 14, 1922, Professional Engineers Ontario (PEO) is the licensing and regulating body for professional engineering in the province. PEO operates under the authority of the [Professional Engineers Act](#) (The Act) to serve and protect the public interest by setting and upholding high academic, experience and professional practice standards for the engineering profession. Only individuals licensed by PEO are permitted by law to undertake and assume responsibility for engineering work in Ontario. For more information on PEO, visit their website: [PEO.ON.CA](http://PEO.ON.CA)

PEO's governing body is a Council comprising 23 to 32 individuals, including elected professional engineers and appointments made by the office of the Attorney General of Ontario. Council provides the overall direction for the regulator and the profession and upholds PEO's duty to serve and protect the public interest as defined in the Act.

#### Mandate

In 2019 PEO embarked on an ambitious journey of renewal, informed by both a regulatory and organizational review, and has most recently completed an organizational restructuring of its 120-staff operations, to transform PEO into a modern regulator that delivers on its statutory mandate, supported by a governance culture that enables it to consistently make decisions that serve and protect the public.

In advancing its transformation PEO has restructured its operations to create both a stable foundation and to enable future evolution. PEO has enhanced governance, segregated regulatory operations and is in the process of enhancing its strategic capabilities. PEO's Policy & Governance Division advances strategy and ensures that its regulatory framework keeps pace with relevant changes to ensure that it continues to be fit for purpose.

**The newly created role of Director External Relations (DER) resides within the Policy & Governance Division and has been created to enhance PEO's strategic capabilities. Engaged with both internal staff and key external stakeholders, the DER is the conduit of information and developments within the engineering, socio-economic and political landscape which inform policy and strategy and ultimately impact regulation. Integral to the role is the ability to discern those matters that require a PEO position because they are of regulatory importance or impact on the organization's strategic directions. The DER will need keen political acumen and strategic insight to provide guidance on appropriate responses and proactive measures, and will work closely with the Communications team on engagement, editorial content, and delivery.**

## Outcomes

### **The key core outcomes that have been determined for the role.**

Develop a strategic approach to stakeholder relations where regular, coordinated, and purposeful engagement is maintained with government, co-regulatory bodies, and other relevant stakeholders to inform policy, practices, and strategic initiatives.

Be proactive in providing the Executive Leadership Team, Council and committees with relevant, timely and curated intelligence, position papers and strategic advice to enable PEO to lead in the areas of legal and regulatory frameworks, emerging disciplines, regulatory harmonization, and other policy areas that could impact the wellbeing of the public.

Ensure PEO delivers well considered and credible regulatory outcomes by gathering and communicating appropriate input and feedback from government, regulatory partners, and other relevant stakeholders.

Deliver consistent, considered messaging to reinforce the value of engineering licensure to the public and provide clarity in the definition and specifications of professional engineering and the fields of engineering work.

## Key Accountabilities

### STRATEGY & LEADERSHIP

- Develops a stakeholder relations model that creates value by ensuring that external relations initiatives and outcomes are primarily linked to PEO's regulatory and strategic objectives.
- Helps resolve the inherent competing interests between PEO as a regulator versus advocacy group by developing distinct strategies to address the spectrum of needs of stakeholder groups and maintaining primacy of matters that pertain to PEO's regulatory mandate.
- Leads the evaluation, monitoring and prioritization of pertinent information, policies, programs, requests and legislative initiatives emanating from stakeholder groups
- Ensures the CEO & Registrar, VP, Policy & Governance & Chief Legal Officer, and other senior executive team members are kept apprised of any developments with significant implications for PEO or the profession and are provided with advice and guidance on appropriate responses.
- Drafts reports, memos, presentations and briefing notes for Council and senior executive team, as well as briefs and submissions to the government leveraging the resources and expertise of Communications.
- Maintains an understanding of the organization's challenges, regulatory and industry trends.
- Addresses complex high-profile and/or contentious issues by undertaking and supporting risk mitigation activities, often in conjunction with other PEO divisions.
- Recommends and/or executes assigned special projects to advance PEO's transformation efforts.

## RELATIONSHIP MANAGEMENT

- Develops and continually enhances a broad network of contacts and resources
- Develops and maintains positive relationships with government, fellow regulators, Licence and Certificate holders and other stakeholders and stakeholder organizations, to maximize and advance PEO's statutory mandate as the regulator of professional engineering in Ontario.
- Serves as a point of contact for dealings with various ministries and agencies of the Government of Ontario, in particular with the Ministry of the Attorney General and the Office of the Fairness Commissioner.
- Develops and maintains relationships with other significant engineering and non-engineering organizations across Canada, such as the Ontario Society of Professional Engineers, Engineers Canada and other stakeholder organizations with ties to the engineering profession.
- Ensures PEO is perceived by government and stakeholders as an effective regulator and proposes strategies for addressing gaps or challenges in stakeholder relations.

## Qualifications

The mandate of the new DER will require the individual to quickly gain an understanding of PEO's legislative mandate and a nuanced appreciation of the relationship between PEO's various stakeholders and develop and implement a programmatic approach to public and stakeholder engagement. To succeed in the role, the ideal candidate will possess:

- Advanced knowledge of Ontario political processes, government functions, parliamentary procedures, and intergovernmental dynamics.
- Demonstrated experience with public affairs and government relations strategy development and implementation.
- Working knowledge of the engineering profession and familiarity with other self-regulated professions.
- Superb verbal communications skills and versatile presentation skills, to break down complex briefs and information into clear, concise, and persuasive communications.
- Expert writing skills and experience in drafting reports, memos, presentations and briefing notes for a board and senior executive team and preparing briefs and submissions to government.
- Demonstrated ability to carry multiple structured and unstructured projects with tight timelines to completion within a changing environment
- Excellent interpersonal skills, including a proven ability to build and maintain a network of contacts.
- Ability to build partnerships and strategic alliances with a diverse range of stakeholders.
- A university degree in political science, public affairs, public relations, communications, journalism or other relevant a combination of education and experience.
- Five to eight years of experience working in public affairs, government relations, politics or with government, and/or as a consultant.
- French language skills are an asset

In these times, we rely on a balance of on-site and virtual team meetings and management practices to support both performance and collaboration.

PEO values diversity and is an equal opportunity employer. PEO is committed to providing employment accommodation in accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act.

We thank all applicants in advance for your interest in our organization and advise that only those candidates selected will be contacted.

**If you would like to apply for this role, please forward your resume and a cover letter outlining salary expectations to [talent@lm2collective.com](mailto:talent@lm2collective.com) by January 31, 2022.**

Please go to <https://www.peo.on.ca/about-peo/what-is-peo/careers> for more postings and career information.

About LM<sup>2</sup> Collective

Organizations today are confronted with almost constant change that requires continued adaptation, and they need more immediate insights into their business. Our consulting solutions are designed to provide greater agility, responsiveness, and control. We co-create strategic solutions to help clients adapt, pivot, and optimize in the now.

Clients engage us to help them develop and evolve practical and compartmentalized strategies across the business lifecycle spectrum with a focus on fundamentals: people and performance.

For more information visit [lm2collective.com](http://lm2collective.com).