

Job Description

Job Title	Engagement and Improvement Lead
Directorate	Adult Social Care and Health
Service Area	Transformation Assurance
Grade	9
Competency Level	2
Salary	£49,764 - £54,916
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A9610

Job Purpose

To act as the strategic lead for effective engagement and progression, providing challenge, advice, and guidance within the Adult Social Care Directorate to meet the organisation's transformation and continuous service improvement requirements and ambitions.

Working with senior leaders, corporate communication colleagues and key stakeholders, partners, and support services across the organisation, take the lead

in the design and flow of effective engagement, consultation, and communications in support of transformation and service improvement activity in Adult Social Care.

Directly Responsible For:

This post does not have any direct reports.

Directly Responsible To:

Director of Transformation & Assurance

Main Areas of Responsibility:

- **Business and cultural awareness:** Use high levels of initiative by working to and interpreting broad corporate transformation policies and strategies to find and develop effective communications across a variety of stakeholders with minimum senior management intervention
- **Programme & Portfolio Oversight:** Work with senior leadership, Corporate Transformation Team, and others to provide strategic guidance in development of content and idea shaping for all stakeholders and audiences, including staff, public, members, wider LCC staff and partners. Use experience from previous engagement roles to identify and resolve complex and contentious blockages, risks, and issues, such as delays to delivery on cross-council initiatives
- **Strategic Planning and Creative Lead:** Plan, design, organise and prioritise methods to promote the principles of Prevent, Reduce and Delay at the front door. Ensure effective and appropriate sequencing of publications for external-facing web pages on Liverpool.gov.uk associated with the Pathways Transformation Programme & wider service improvement activity
- **Strategic Operational Engagement:** Design and deliver a continuous flow of messaging to drive engagement between staff within the Adult Health Social Care directorate and the senior management team

- **Prioritisation and time management:** Effectively time manage unexpected and challenging deadlines and frequently shifting priorities which need immediate action
- **Best-practice working:** Bring new thinking, ideas, and solutions to the identification of improved engagement and communications, removing duplication and fragmentation. Build internal & external relationships sharing best practise from elsewhere
- **Governance, Assurance and Reporting:** Work with senior leadership, Corporate Transformation Team and others to develop and communicate progress against high-level plans and contribute to detailed reporting and assurance processes. Engage with assurance reviews and support action on recommendations

Supervision and Management Responsibility:

- The post holder does not have supervisory or line management responsibility

Budget and Financial Responsibility:

- Being fully accountable for managing the council's resources well and complying with statutory requirements. This includes managing time, avoiding unnecessary waste, reuse and recycle resources to reduce personal impact
- Support savings activity, and find innovative ways of how we plan, communicate and distribute financial needs of the whole Adult Social Care & Health Directorate

Social Value Responsibility:

- Drive for social value through all activities, ensuring wider social, economic, and environmental benefits for the council, residents and communities

Physical Demands of the Job:

- The job would include using a computer and sitting at a desk for prolonged periods of time
- On occasion this role may involve standing for long periods of time when supporting the delivery of consultation or similar events
- On occasion required to travel to work in the community with external stakeholders to produce content and manage engagement

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Delivering and promoting excellent customer service, externally and internally
- Commitment to customer excellence by dealing with customer feedback, including complaints, and learning from feedback in the drive for continuous improvement
- Making the council a great place to work, living the council's values, actively engaging in regular communications including team meetings, undertaking training as required and being responsible for managing own performance
- Develop the City Council's commitment to equal opportunities and to promote non-discriminatory practices in all aspects of work undertaken
- To ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice and the City Council's safety plan

Competency Framework:

We operate a competency framework, a set of core behaviours which define how we are expected to approach our work, how we perform in certain situations and how we treat each other. Each competency details the standards of behaviours and skills required by all staff and this in turn supports delivery of our aim and our council plans linking them together with our values.

The post holder will be required to demonstrate the ability to perform at the following competency **level 2**.

[The competency framework can be found here.](#)

This job description is not intended to be either prescriptive or exhaustive. It is issued as a framework to outline the main areas of responsibility. You will be expected to carry out any other duties that may reasonably be required in line with your main duties and changing priorities of the organisation.

Person Specification

Assessment methods used: I = Interview, P = Presentation, A = Application, E = Exercise, T = Test, AC = Assessment Centre

Qualification and training

Essential

- Degree Level or Equivalent Experience in Communication, Engagement and Stakeholder Management (A)

Desirable

- Understanding of Adult Social Care
- Understanding of change management

Experience

Essential

- Experience in engaging and motivating people (A/I)
- Excellent written and verbal communication (A/I)
- Stakeholder relationship management (A/I)
- Active listening and being able to decipher complex concepts and language (I)
- Work in a highly pressured environment (A/I)
- Experience of working to and meeting multiple deadlines (A/I)

Desirable

- Experience of working in Local Government or complex organisations

Skills/Abilities

Essential

- Provide strategic guidance in development of content and ideas shaping – for all stakeholders and audiences – staff, public, members, wider LCC staff group and partners (A/I)
- Identify and resolve blockages, risks, and issues (A/I)
- To have the ability to share insight and experience with teams from previous complex programmes of work (A/I)
- Work in a matrix way to lead, engage and motivate colleagues when project challenges arise (A/I)
- Ability to prioritise a wide variety and dynamic of complex responsibilities and actions (A)
- Ability to act as a conduit between operational and senior staff (A)
- Ability to operate at multi-levels – strategic lead to operational functions (A/I)
- Create and manage schedules of work including engagement and consultation sessions (A/I)

Desirable

- Experience in media and communication roles
- Ability to work independently
- Pragmatic, self-starter and driven
- Takes personal ownership

Commitment

Desirable

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council

