

Job Description

Job Title	Community Information, Advice & Guidance Project Manager
Directorate	Adult Social Care & Health
Service Area	Governance, Improvement & Development
Grade	8
Competency Level	2
Salary	£46,142 - £51,356
Job Type	Hybrid
Location	Cunard Building
Disclosure and barring service (DBS)	Not required
Job Evaluation Ref No	A8205

Job Purpose

The post holder will lead the strategic development and delivery portfolio of digital programmes that support service transformation, strengthen cross-sector collaboration across Adult Social Care to improve access to local services, improve outcomes, systems and pathways for Liverpool citizens.

The post holder will drive improvement in the Council's Adult Social Care Information Advice and Guidance (IAG) offer as part of the commitment to empower people to



live more independent and fulfilling lives. They will project manage, product-own, deliver and enhance public-facing digital platforms, for example service directories through user-centred design and digital leadership.

It will include a strong focus on working across Liverpool City Council, NHS, voluntary sectors and people with lived experience to develop and manage microsites, directories, and Liverpool City Council in house systems with the aim of improving choice, independence and wellbeing outcomes for Liverpool communities.

Directly Responsible For:

No line management responsibilities.

Directly Responsible To:

Head of Service – Governance, Improvement & Development

Main Areas of Responsibility:

- Develop, provide systems leadership and co-ordinate the delivery of an Adult Social Care Information, Advice and Guidance programme to continuous improvement of public-facing web and microsites using inclusive service design principles and continuous user feedback
- Ensure accessibility, usability, and alignment with local priorities, including platform selection, design and implementation, social media setup, digital branding, and content creation
- Act as product owner for key digital platforms, including the Live Well Directory and upcoming planned web and microsites, via setting vision and goals, prioritising development based on user and partner needs, gathering feedback, and ensuring continuous alignment with the Council's strategic aims

- Adopt a strong project management approach to shaping and defining the projects; ensuring there is clear agreement about the objectives, required outcomes, business impacts, delivery approach and sequence of initiatives to be delivered from transition state through to project delivery schedule
- Ensure that priorities are delivered on time and to budget, managing risks, dependencies, issues and escalations and ensuring risks and issues are resolved in a timely manner
- Build strong relationships across Digital Services, Adult Social Care, Public Health, other Council Directorates and external services to work collaboratively to common design principles to deliver an enhanced IAG offer for Adult Social Care
- Work closely with Adult Social Care commissioners to understand and maximise connectivity between commissioned providers and voluntary sector services
- Use developed interpersonal skills to influence and negotiate with internal and external stakeholders to achieve outcomes / resolutions to very complex issues through pro-active communication, gaining buy-in and creating positive impacts
- Develop locality mapping, user analytics and benchmarking to identify service gaps relating to IAG and inform targeted digital engagement strategies and content governance. Translate these insights into accessible digital resources and concise reports for the ASC Directorate and Senior Leadership Team
- Develop and implement an engagement plan across the internal and external workforce and people drawing on care and support to understand how IAG is currently being accessed, used, its effectiveness and opportunities for improvement
- Develop approaches to workforce development and communication/marketing tailored to the roll-out of the projects, including internal and external staff and Liverpool citizens

- Develop and monitor KPIs and user analytics to evaluate digital service performance, identify trends, and drive data-informed continuous improvement and develop mechanisms to seek feedback from users on effectiveness and outcomes of IAG
- Develop, implement and manage appropriate governance to oversee the relevant projects to improve IAG and digital offers in Liverpool
- Provide regular reports and updates to relevant leadership teams and governance boards, including developing project specific governance with relevant stakeholders
- Successfully deliver several diverse projects at once and identify and address critical 'hot spots' and risks ensuring that the project risk exposure is understood by all key stakeholders and that appropriate risk trade-offs are made, their impact on success is understood and the level of residual risk is managed
- Understand and show testing approaches are effective to produce the required outcomes as defined at the outset
- Appropriately engage and manage the performance of all third parties to optimal levels, where required

Supervision and Management Responsibility:

- No 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
- Ensure that time and cost estimates are robust, and the levels of uncertainty are not only understood by all key stakeholders but actively managed
- Explores different options for funding and income generation

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

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

- Educated to degree level, or able to demonstrate equivalent qualifications or experience (A/I)
- Training or certification in user experience UX/UI, service design, or digital inclusion (A/I)
- Skilled in project management and relevant professional qualifications such as PRINCE2 or equivalent project management certification (A/I)

Experience

Essential

- Proven experience working in partnership with NHS, VCFSE, education, and local government services, with a strong understanding of stakeholder engagement, needs assessment, and how digital platforms support access to local services and improve outcomes (A/I)
- Experience of working within the relevant statutory, policy and good practice frameworks relating to IAG and digital for Adult Social Care or equivalent public sector body (A/I)

- Experience in IT support and system administration within a Local Authority or similar public sector environment, including maintenance of platforms such as MarketPlace, Jira, WordPress, MS Office, and Adobe Creative Suite (A/I)

Desirable

- Experience managing and leading a governance group across external partners, including setting strategic direction, facilitating meetings, and progressing shared actions
- Experience training and supporting staff and partners in the use of digital tools and content management systems, including the creation of accessible guides, tutorials, and user documentation
- Experience of working in Local Government
- Experience producing digital analytics reports and conducting population-level research (e.g. locality mapping and insight analysis) to monitor performance, identify service gaps, and inform digital engagement strategies and reporting
- Experience of designing and/or implementing engagement or co-production programmes with people who draw on care and support and/or voluntary sector representatives

Skills/Abilities

Essential

- Ability to act as a digital product owner, managing development backlogs, gathering user feedback, and aligning digital services with strategic goals (A/I)

- Excellent interpersonal skills to build relationships with external partners and maintain inclusive partnerships with diverse stakeholders across sectors and support them in developing digital tools and platforms (A/I)

Desirable

- Able to be creative and adaptable, with the ability to design and deliver digital and print-ready materials tailored to user needs and engagement goals
- Demonstrate resilience in fast-paced, changing environments, with the ability to work independently, plan effectively, prioritise tasks, and meet tight deadlines under pressure and solve problems
- Able to set up effective governance and align the project to the organisation's objectives, delivering the project efficiently and sustainably
- Able to demonstrate strong collaboration and stakeholder management skills ensuring effective communication in line with the plan and to retain their commitment throughout the project
- Able to build and maintain an effective and engaged team approach across stakeholders, internally and externally, with a shared vision and purpose
- Able to determine, communicate and manage risks, issues and opportunities and their implications
- Able to identify and resolve conflict and negotiate desired outcomes and gain alignment of views
- Able to employ a range of methods and techniques to gather views and work collaboratively with people who draw on care and support or those with lived experience

Commitment

Desirable

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

