

Job Description

Job Title	Communications and Engagement Lead (Children and Young People's Services)
Directorate	Strategy and Change
Service Area	Communications and Engagement
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	A10471

Job Purpose

To lead the design and delivery of strategic communications and engagement activity that supports Liverpool City Council's children's services priorities, the aim of which is to secure better outcomes and services for our children, young people and their families in Liverpool.

The role will ensure that children's services messages are inclusive, evidence-based, and resonate with diverse communities, with a strong focus on building trust and confidence.

The role will provide strategic leadership and operational expertise to create, shape and deliver communication and engagement activity, using a wide variety of formats and channels that support Children and Young people's services' strategic goals and business plan.



The role serves as a bridge between Liverpool City Council's Children and Young People's Services officers and wider partners, stakeholders and the public. Translating often complex information, strategies, advice and guidance into accessible and engaging content.

Directly Responsible For:

Communication Officer

Directly Responsible To:

External Relations Manager

Main Areas of Responsibility:

Strategic Communications

- Develop and deliver integrated communications strategies for children and young people's services transformation/improvement programmes, campaigns, and initiatives
- Translate complex data and policy into accessible, engaging content for residents, stakeholders and the media
- Lead on media relations for Children and Young people's issues, including proactive campaigns and reactive incident response
- Create high-quality content across digital, print, and broadcast channels, including social media, newsletters and video

Engagement

- Design and implement inclusive engagement plans that ensure diverse communities are involved in shaping children and young people's services and campaigns
- Build and maintain strong relationships with community groups, voluntary sector organisations, health and education partners to co-produce communications and engagement activity
- Champion hyper-local engagement approaches aligned with the Council's Neighbourhood Model
- Lead workforce engagement activity that keeps staff informed, involved and able to contribute to service improvement and change



Partnership and Stakeholder Engagement

- Collaborate with the NHS (e.g. Integrated Care Board), schools, Voluntary, Community and Faith (VCF) organisations, other education settings, providers, family Hubs/children's centres, SEND organisations and other partners to align messaging and maximise reach
- Support the development of a citywide and internal engagement activity to embed best practice in equity, diversity, and inclusion across the service
- Provide strategic advice to senior officers and elected members on children and young people's services engagement and reputational risk

Corporate Communications Functions

- Support the Leader, Cabinet, members, Corporate Management Team and other stakeholders through the provision of communication strategies, advice and compelling content
- Contribute to the effective delivery of the Communications team's objectives of news management, internal communication, external communication, behaviour change campaigns, reputation risk management and external reputation assessment
- Provide support to the Corporate Director of Children and Young People's Services and the Director of Communications and Engagement in delivering Liverpool City Council's aims, core values and business objectives
- Write and curate the daily Agenda newsletter for all staff
- Produce the weekly Mersey Views newsletter for residents
- Draft award submissions to show positive stories of success

Supervision and Management Responsibility:

- Line manage communications officers.

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



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:

- On occasion, this role may involve standing for long periods of time when hosting events
- Some outdoor working will be required when organising site visits or other external engagement sessions

Corporate Responsibility:

- Contribute to the delivery of the Council Plan
- Deliver and promote excellent customer service, externally and internally
- Commit 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
- To always act in ways that enhance the reputation of the City Council and the City of Liverpool

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 or equivalent qualification in communications, marketing, journalism, public relations or a related field (A)

Desirable

- Membership of a relevant professional body (e.g. CIPR, CIM, PRCA)

Experience

Essential

- Excellent written and verbal communication across different mediums (I/P)
- Understanding of Children and Young people's services (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 (I)
- Strong writing, editing, and storytelling skills across a range of formats and audiences (A/I)
- Substantial experience of working in a comparable role in communications (A/I)
- Experience of stakeholder engagement event organisation (A/I)
- Experience of planning and delivering community engagement activity with residents, community groups and partner organisations, using feedback to shape services and communications (A/I)

Desirable

- Experience of working in Local Government or complex organisations
- Understanding of behaviour change principles and social marketing
- Familiarity with Liverpool's priorities for children and young people

Skills/Abilities

Essential

- High level organisational skills and attention to detail (I/P)
- Experience of using content management systems such as WordPress and SharePoint (A/I)
- A self-starter with a high level of initiative and the abilities to act independently (I)
- Create and manage schedules of work including forward plan for communications engagement and consultation sessions, taking into account reactive urgent asks (I)
- A passion for, and deep knowledge, of modern communications methods, including digital communication (I)

Desirable

- Ability to approach communications from a customer/audience perspective
- Ability and enthusiasm to get involved in the wider work of the team
- Creative flair

Commitment

Essential

- An understanding of and a personal commitment to the Vision and Values of Liverpool City Council (I)
- Commitment to quality and personal accountability in all areas of work (I)



- Commitment to and understanding of equal opportunities (I)

Other

Desirable

- Driving licence
- Working outside traditional working hours at times

