

LONDON BOROUGH OF REDBRIDGE

ROLE DESCRIPTION AND PERSON SPECIFICATION

Role Title:	Engagement and Development Officer		
Directorate:	People	Grade:	LBR10
Department:	Public Health	Hours/weeks:	36 hours
Function:	Delivery	Post number:	
Team:	Public Health	Base/location:	Lynton House
Reports to:	Consultant in Public Health		
Responsible for:	No direct line management but may be responsible for the supervision of workers, trainees and work placement staff on occasion		

Role and Context

Overall Role Purpose:	<p>Evidence published by Public Health England (PHE) in early June 2020 showed that there are a number of disparities in the risks and outcomes from Covid-19. In addition to age being a major risk factor for mortality from Covid-19, risk of dying was also higher in BAME groups than in White Ethnic groups.</p> <p>The council's, People Directorate has proposed an action plan to respond to the impact of identified risks to people from Black and Minority Ethnic (BAME) communities living or working in Redbridge.. Around 63% of the people living in Redbridge are from Black and Minority Ethnic (BAME) communities, one of the highest percentages in London.</p> <p>The purpose of this role is to support the management of change in the People directorate through the creation, design and delivery of a proactive and customer focused Engagement and Development) Service. This will involve working with BAME community leaders, voluntary sectors and managers to identify needs for development, creating the most appropriate solution to meet those needs and working with internal and external stakeholders to design and deliver the solution.</p>
Role Context:	<p>Given the high percentage of BAME communities in Redbridge, alongside worse rates of comorbidities than London as a whole, we felt it important to consider ways to mitigate for the risks in health inequalities for people in BAME communities in the short, as well as longer term.</p> <p>Taking a preventative approach, Given the continuous changes in the Covid-19 pandemic situation, the council have developed a living plan which will need to adapt and respond to these changing needs.</p> <p>The action plan suggests how Council services and other health and social care partners could work collaboratively to protect the health and wellbeing of BAME communities. In the shorter term, we will be focusing on communication with the BAME community to co-produce localised advice and guidance aimed at ensuring these communities protect themselves as much as possible.</p> <p>The action plan seeks to develop achievable short terms goals that will also ultimately build towards the goals set out in the Health and Wellbeing Strategy (Further information is available https://www.redbridge.gov.uk/media/4814/health-wellbeing-strategy-2017_2021.pdf) targeted towards BAME communities.</p> <p>The Engagement and Development Officer is a role within the council focused on designing and developing initiatives that drive forward improvements and new initiatives within health and</p>

	social care, using the range of engagement and learning tools and resources focusing on the Covid 19 BAME response.
--	---

Key Accountabilities and Result Areas	
1. Strategy and Planning	<p>Create, design, promote and implement bespoke and innovative people and organisational development strategies, projects, programmes and initiatives that are fit for purpose and meet Directorate objectives and activities.</p> <p>Work with managers and people to identify organisational and strategic development requirements</p> <p>Create and design interventions to meet those requirements using a range of OD, engagement and L&D tools for BAME communities</p> <p>Commission and/ or deliver the interventions and monitor effectiveness in meeting the development requirements</p>
2. Operations and Support	<p>Support managers to drive, communicate and sustain change implementation by providing managers and staff with the skills and behaviours to manage and deliver in times of uncertainty and ambiguity.</p> <p>Develop appropriate development frameworks and guidance in respect of external challenges and opportunities. Initiate, design materials and evaluate outcomes. Where required produce update reports and management information.</p> <p>Drive forward and support the development and delivery of cultural change plans and development Interventions for the BAME community.</p> <p>Work with and coach managers and staff to identify, co-design and deliver, if required, interventions to support engagement and organisational change.</p> <p>Lead on designing and facilitating internal and external engagement and OD initiatives (e.g. workshops, away days) including co-production and co-design techniques to ensure the development of services meets the requirements of service users, carers and staff.</p> <p>Work with managers and teams to identify learning needs and assist in creating appropriate solutions, production of learning plans or input into the Directorate's People Plan</p>
3. Systems and Process Development and Improvement	<p>Provide quality advice to stakeholders, managers and staff on learning, development and engagement opportunities that meet organisational, team and individual development needs and in line with the transformation programme.</p> <p>Conduct BAME needs analysis through partnerships and lead the development of appropriate plans and programmes to ensure all employees have the skills, knowledge and experience to perform their roles to the highest standard and meet the future needs of the service.</p> <p>Design, develop and deliver learning, coaching, mentoring and other schemes to support staff development and the achievement of Personal Development Plans.</p> <p>Identify opportunities for performance improvement through, for example, undertaking internal diagnosis, process/system reviews in order to understand barriers and possible solutions; conducting external research into good practice and new ideas.</p> <p>Continually improve processes and procedures within the POD service to ensure the service is effective, efficient and driving practice in the organisation.</p> <p>Research and benchmark national and local learning initiatives in order to assist in the delivery of modern learning and continuous development opportunities that will enable a skilled and effective workforce.</p> <p>Monitor and analyse complex activity data and performance indicators in order to identify trends and any significant variances.</p>
4. Communication Partnership	<p>Ensure that communications/engagement are appropriate to highlight the risks to BAME communities in preparation for subsequent waves of Covid-19 infection</p> <p>Engage with the voluntary sector providing services working as part of the Covid response.</p> <p>Work with existing partners that support BAME communities</p> <p>Attend management meetings/ project groups and meet with other key stakeholders including outside agencies as required in order to advise on development and engagement and assist in the delivery of these as appropriate.</p>

	<p>Develop information, advice and support resources for use both internally and externally which empower people to make decisions and take action for themselves</p> <p>Ensure effective engagement processes to build staff, service user, voluntary sector and other stakeholder involvement including co-production, co-design and consultation activity such as questionnaires. This will include networking and engaging with the voluntary and community sector and service users to help inform, design and reshape our services for the future.</p> <p>Support communications targeted towards BAME communities to support them to protect themselves against Covid-19</p> <p>Work with community representatives to co-produce appropriate guidance specifically for BAME communities Ensure communications are co-produced with leaders of BAME communities</p> <p>Develop community champions from local community to encourage physical activity</p> <p>Work with DV Outreach service to identify victims of DV and further vulnerable individuals who may be at risk</p> <p>Develop greater understanding of needs of BAME people who have been shielding. Focus on what support these groups of people need to build their confidence in returning outside</p> <p>Work with faith groups to determine what the needs are for different faiths to observe appropriate and/or adapted religious practices</p> <p>Lead and/ or participate in working parties and project teams, promoting best practice and sound innovation in dealing with challenging situations.</p> <p>Engaging and liaising with corporate activities and working in partnership with other teams, providing advice from the perspective of the People Directorate and our service users, carers and other external stakeholders.</p> <p>Develop and manage a range of communication channels to ensure service users, staff, providers and other stakeholders have the information and advice they require to access services in the most appropriate, accessible and interactive way.</p> <p>Co-ordinate and respond to online queries, using feedback to continually update service development.</p>
5. Performance and Standards	To prepare and contribute to the development of reports and internal communications to the People Senior Management Team, Senior Management Team and wider audiences.
Key Performance Outcomes	
6. Resource Management	Commission and manage additional internal or external resources as and when required in order to ensure cost-effective delivery of agreed OD initiatives.
Corporate Accountabilities	All employees of the Council should undertake and conduct their work with due regard to the corporate accountabilities (available on the Redbridge Council website). These include responsibilities for outcomes regarding Equality, Conduct & Behaviour, Health & Safety, Data Protection, Safeguarding and Customer Care.
Flexibility	The key responsibilities and duties of the role are neither exclusive nor exhaustive. All workers are expected to operate flexibly to support delivery of services and from time to time will be required to undertake responsibilities outside the normal remit of role description as required by the line manager, which are broadly commensurate with the job level and scope of competence.

Person Specification		A - I - T
Knowledge & Experience		
Method of candidate assessment: A = Application form I = Interview T = Test		
Statutory or Mandatory qualifications:	GCSE or equivalent maths and English as a minimum. CIPD qualification or equivalent experience in delivery of training or workshops	
Educational Ability	Educated to degree level or equivalent professional experience	A
Key Subject or Content Areas (inc: Desirable Qualifications)	Project management Learning and development Engagement and communication	
Knowledge / Experience	<ul style="list-style-type: none">• Knowledge on disparities in the risks and outcomes from Covid-19 to the BAME community• Experience working with BAME communities• Experience of designing, facilitating and delivering development initiatives and interventions which develop staff and/ or services within the public or voluntary sector• Experience of managing projects• Experience of seeking out and listening to the needs/views of a wide range of customers and to provide appropriate services to those customers.• Good knowledge of health and social care policy agenda and relevant legislation and understands the context in which his/her own role applies.• Knowledge and experience of a range of engagement techniques, tools and resources and how to apply them in different situations• Experience of designing and producing communications including good practice guidance, action plans, toolkits, and leaflets	A & I
Skills / Abilities	<ul style="list-style-type: none">• Excellent communication skills and ability to work across differing professions and environments.• Able to work as part of team and has a clear understanding of team-working.• Able to promote and give a positive image of the team, the service area and the council.• Able to work in partnership with other providers in order to deliver the most effective and flexible service to our customers, developing and maintaining joint working as appropriate.• Able to monitor contracts and take corrective action as appropriate.• Keep abreast of what colleagues in similar roles in other organisations are doing, networking and adopting ideas as appropriate.• Able to access and communicate information through information technology.• Able to display a high level of personal “drive” and energy and capacity for sustained effort and performance.• Able to work creatively, come up with new and imaginative ideas, and collaborate with others to identify fresh approaches.• Able to influence the attitudes and opinions of others, gaining their agreement through persuasion to ideas, proposals and courses of action.• Competent in Microsoft products such as Word, Excel and Powerpoint. Experience in Adobe products desirable• Be flexible and have the ability to adapt to different challenges, deal simultaneously with a range of tasks, activities and projects• Able to support and/ or manage change in a dynamic and changing environment• Receptive to new ideas and willing to be able to adjust to new demands and circumstances• Able to successfully balance and manage shifting priorities, demands and timelines through analytical and problem solving capabilities• Ability to understand and interpret risks and issues, prioritising those for review• Able to take day to day project delivery decisions and problem solve• Work on own initiative to given deadlines, prioritising own workload	

Corporate Behaviours	The Council has a set of behaviours that all employees are expected to deliver in the performance of their role. The behaviour framework can be found on the Council's internet page, and these should be reflected in your application and the way you work. As part of an individual's personal development Redbridge expects employees of all levels to be continuously developing these core behaviours.	
Effective and Collaborative Team Working	<ul style="list-style-type: none"> • To take responsibility for personal development and actively participate in all learning and development. • To participate in the ongoing development, implementation and monitoring of service plans. • To support and contribute to value for money, service efficiency and improvement. 	
Working Pattern and travel	<ul style="list-style-type: none"> • This role would primarily be undertaken within usual office hours although there may be occasion when there is a requirement to work outside these times • The post holder may be required to travel within the Borough of Redbridge and outside the borough 	
Safeguarding and disclosure	<ul style="list-style-type: none"> • The post holder would be required to undertake a Disclosure and Barring Service (DBS) check 	
Special Factors and Constraints	<ul style="list-style-type: none"> • None 	

Version:	0.01
Last Reviewed:	31/01/2017

LONDON BOROUGH OF REDBRIDGE

RD/PS ADDITIONAL INFORMATION FOR JOB EVALUATION

Role Title:	Engagement and Development Officer		
Directorate:	People	Grade:	TBC by Evaluation
Department:	Public Health	Hours/weeks:	36 hours
Function:	Delivery	Post number:	
Team:	Public Health	Base/location:	Lynton House

Key areas for decision making:

Please describe the decisions that the job holder will be expected to make themselves in the course of their job, and those they will be expected to refer to others, including their manager.

Please give three examples of decisions that the job holder will make themselves.

These should be in relation to the most important responsibility statements

- Recommendations for commissioning of services and resources
- How to respond to public queries
- Decide on operational development priorities for the programme

Please give details of any legislation, policy, process or procedure that are referred to or worked within in order to make decisions.

Include: Interpretation of external legislation sources; Compliance with external legislation/frameworks; and Fulfilment of internal policy & protocols

- Equality Act
-
-

Please give three examples of decisions that the job holder will refer to others.

State who is responsible for each decision

- Strategic development priorities for the programme
- Decisions on deployment of staffing from other teams in the council
- Decisions on use of the Test and Trace fund.

Role Dimensions

Does the job holder have any financial responsibilities?

a) Please give details of the budget, grants and contract responsibility, both directly and indirectly relevant to the job.

Please give financial amounts for each individual budget and explain the job holder's involvement.

There is no direct budget holding responsibility

b) Does the job holder have sole responsibility for any financial aspect? If shared, who with and who makes the ultimate decision?

No

Does the job holder have any responsibility for physical resources?

a) Please give details if the role is personally responsible for the proper use and safekeeping of equipment, stock, materials and/or buildings. Please indicate the type and nature of this accountability and the financial value of the equipment, stock, materials and/or buildings.	No
b) Does the job holder have sole responsibility for these physical resources? If shared, who with and who makes the ultimate decision?	No
Does the job holder have any staffing responsibilities?	
c) Please give details of the number of workers line managed and/or supervised by the job holder; and the number of workers managed overall. Please also indicate the total staff costs involved.	None directly but there will be project supervision required for other staff members.
Please include structure charts when submitting any job for job evaluation and grading	

Key Contacts			
Give details of the key people that the job holder has significant contact with, why, and how often.			
	Job Title (or group) + Organisation for external contacts	Frequency of contact	Role and Reason for contact
Key Internal Contacts	Director of Public Health	Weekly	Receipt of strategic direction and provision of programme update
	Council Member Lead for Health	Bi weekly	Provision of programme update
	Consultants in Public Health	Daily	Supervision and update
Key External Contacts	CE for RCVS	Bi weekly	Co-ordination and liaison with the community and voluntary sector

Physical and Environmental Conditions	
Provide details of any physical requirements or environmental conditions that the job holder will encounter over and above those expected in a normal office environment? Including how long they last and how often they occur (see guidance).	
Physical Effort	None beyond normal office duties
Working Environment	Potential for working indoors in a variety of environments and outdoors.

Version:	0.01
Last Reviewed:	31/01/2017