London Borough of **Redbridge**

Adult Social Services, Public Health & Wellbeing Cluster
Digital Engagement Officer

Job Description and Person Specification
April 2021

Job Description

Job Title:	Digital Engagement Officer
Service Area:	People Directorate
Function:	Delivery
Team:	Engagement, Planning & Development
Grade:	LBR 10
Hours/weeks: *E.g. 36 hours/52.14 weeks*	36 hours
Base location:	Lynton House Please note: This post may need to work from home following current Covid-19 guidelines. Meetings will be held online, and travel will be limited to essential only.
Reports to: *Job title*	Engagement, Planning & Development Manager
Responsible for: *Job titles of direct reports*	None
Role purpose and role dimensions: *Overview of the job*	The Digital Engagement Officer will lead on the management of digital engagement change in the People directorate through the creation, design and delivery of a proactive and customer focused engagement service. To work as part of a dynamic team supporting the delivery of engagement and communication activity across the people directorate. This will involve making better use of digital technology and communication tools (social media, websites, e-newsletters) to improve engagement with our internal and external stakeholders.

| **Role context:**
Organisations | Internet and digital technologies have transformed and revolutionised the way we live from the way we use our homes, the way we work, bank, shop, access health care and how we socialise. Having access to high speed internet is now often described as the fourth utility and is an important consideration for people and businesses when they decide to move to an area.

Like other local authorities, Redbridge is facing greater demand for services while receiving significantly less funding from central government. We need to use technology to improve the way we and our partners work and become even more efficient, making every pound count.

Social Care, education and public health services are no different and as part of our ambition we aim to maximise digital technology to enhance care and drive efficiencies across the portfolio of People services.

Customers want the convenience that technology brings with a personalised, easy to use service. Public services want to create more meaningful connections to better understand how best to serve residents' changing needs and to shape new resident behaviours.

Services that require some form of human interaction, including social care, can be enhanced by technology and can often help people to live independently for longer or for families to better support their loved ones.

Covid 19 has been the catalyst of digital change for both us as a council and for our residents and businesses. Digital has become the new norm and as such as a council we need to rethink how we "do business" delivering services in a digital world.

We are establishing Digital as service in order to establish a continued sustained effort to transform our services across the council.

Our Digital principles are as follows:

•   Embrace Digital First to improve the Customer Experience
•   Increase opportunities through Innovation Collaboration and Open Data
•   Focus on Inclusion, Poverty and Digital resilience
•   Develop the infrastructure and connectivity needed to support our ambitions

This role is responsible for supporting the Directorate to engage with service users, providers and workforce in designing and delivering digital services and the Council's overall management of digital communication and change strategy.

This role is centred around the Councils values of Collaboration, Honesty, Excellence and Fairness. As a member of the Engagement and Development team you will work across the organisation to deliver the People Directorate priorities in a fast-paced customer focused environment to improve the lives of our residents. The right behaviours are as important to us as the skills you bring and your willingness to provide strategic guidance and direction to the staff you manage and to the business is critical to role performance.

You will work closely with service users, our partners in schools, the NHS, social care provider, our staff, senior stakeholders, management teams and other key stakeholders to build momentum across the People Directorate digital agenda. You will keep abreast of key developments to develop innovative and effective campaigns to meet the Council's future Digital objectives and reflect the communities we serve. |

Key Accountabilities and Result Areas:	Key elements:
	To lead on the creation, design, promotion and implementation of bespoke and innovative digital communication which contributes to shaping and delivering digital engagement strategies, projects, programmes and initiatives that are fit for purpose and meet Directorate objectives and activities.
	To own and lead the development of the MyLife website, write, edit, develop digital media and web content using a strategic approach to digital engagement as the key channel for service users to access information and services.
	Monitor and evaluate emerging policies on digital developments and translate them into operational models.
1. Strategy and Planning	Identify and exploit emerging digital technologies and generate new and engaging content appropriate to the diverse audiences, which develop capacity to change services, further strengthens our online communities and create new ones.
	To secure and manage revenue and capital funding for projects. Developing funding proposal, bids and business cases.
	Knowledge of relevant laws and legislation governing digital publishing.
	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.
	Work closely with stakeholders, managers and staff to identify engagement opportunities that meet organisational, team and individual development needs and in line with the transformation programme.
	Lead on the development of appropriate policy, 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.
	Provide quality advice to drive forward and support the development and delivery of cultural change plans and development interventions. Develop and embed the values and behaviours that are needed to achieve the cultural change and transformation programme.
	To support the ongoing development of the Councils Digital Strategy, ensuring it is translated into deliverable solutions.

2. Engagement		To support and work with the business and colleagues to develop and embed a Digital culture change across a diverse cohort of children, young people, older people, people with learning disabilities, people with mental health needs and people with physical disabilities. To work as part of the overarching team ensuring that all solutions are delivered in a timely manner delivering pro-active resolutions prioritising need across the Directorate. To engage with service users, carers, our workforce, partners and care providers to design and deliver digital service models that will drive processes and interventions that support the Council's ambition for transforming services. Generate original and engaging written, image-led and video content for a broad range of digital channels ensuring appropriateness for the platform and audience. Attend management meetings/ project groups and meet with other key stakeholders including outside agencies as required in order to advise on engagement, report on the success of digital activity and communicate results to staff at all levels in the organisation. Lead on designing and facilitating internal and external engagement through the development of digital content plans for marketing and communication campaigns; including co-production and co-design techniques to ensure the development of services meets the requirements of service users, carers and staff. To lead on the internal communications and consultation processes to build staff engagement and enhance the employee voice. Prepare newsletters and social media posts for internal and external communications. Work with the Communications team to ensure effective comms are in place regarding various programmes within the People Directorate Develop information, advice and support resources for use both internally and externally which empower people to make decisions and take action for themselves Monitor, review and evaluate projects to establish the effectiveness of engagement initiatives to ensure continuous improvement for service users and that the benefits are realised.
3.	*Systems and Process Development and Improvement*	To evaluate and improve digital Communications and make better use of digital technology to strengthen the People Directorate's online engagement and communication. 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. Continually improve processes and procedures within the People Directorate service to ensure the service is effective, efficient and driving practice in the organisation. Monitor and report on analytics, and analyse complex activity data and performance indicators in order to identify trends and any significant variances.

4. Communication and engagement	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. Take active steps to promote and publicise the service in order to raise the profile of the team, the work that we do and ensure that service development and continuous improvement is maintained. Lead and/ or participate in working parties and project teams, promoting best practice and sound innovation in dealing with challenging situations. 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. Develop and manage a range of communication channels including media content, newsletters, reports, posters, letters, presentations, bulletins, easy read, toolkits, social media and overseeing website content development and maintenance relating to engagement. Continually 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.
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.
Other considerations: *E.g. working patterns*	▪ To assist others in the use of information technology systems to carry out duties in the most efficient and effective manner. ▪ To achieve agreed service outcomes and outputs, and personal appraisal targets, as agreed by the line manager. ▪ To constructively take part in meetings, supervision, seminars, undertake training and attend events designed to improve communication and assist with the effective development of job role
General accountabilities and responsibilities	
Green Statement	**This will involve:** ▪ Seeking opportunities for contributing to sustainable development of the borough, in accordance with the Council's commitment to making Redbridge a cleaner, greener place to live. In particular, demonstrating good environmental practice (such as energy efficiency, use of sustainable materials, sustainable transport, recycling and waste reduction) in your job.
Data Protection/Confidentiality	**This will involve:** ▪ Complying with the General Data Protection Regulations 2018 – treating all information acquired through your employment, both formally and informally, in strict confidence and in accordance with Caldicott principles. ▪ Complying with the Code of Conduct, other practice guidelines and the rules and protocols defining employees' access to and use of the Council's databases and systems. Any breaches could result in disciplinary measures. ▪ Maintaining client records and archive systems in accordance with departmental procedure, policy and statutory requirements.

Conduct and Whistleblowing	**This will involve:** ▪ Complying with the requirements of the Code of Conduct and maintaining high standards of personal conduct, honesty and integrity. You have a duty to raise any impropriety or breach of procedure to the appropriate level of management. Employees making such disclosures (whistleblowing) are protected and may make them without fear of recrimination.
Safer Working	**This will involve:** ▪ Commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults. Where you work in such a post the Council will require a CRB Disclosure check and references will be taken up prior to interview.
Equalities	**This will involve:** ▪ Complying with the Council's strong commitment to achieving equality of opportunity and outcomes in its services to the community and in the employment of people. You are expected to understand, comply with and promote Council policies in your work, to undertake any appropriate training and to challenge any prejudice and discrimination.
Customer Care	**This will involve:** ▪ Complying with corporate and service area customer service standards and promoting the development of high quality, individualised and customer-led services.
Health and Safety	**This will involve:** ▪ Being responsible for your own Health & Safety, as well as that of colleagues, service users and the public. Employees should co-operate with management, follow established systems of work, use protective equipment where necessary and report defectives and hazards to management.
To contribute as an effective and collaborative member of the team	**This will involve:** ▪ Taking responsibility for continuing self-development and participating in training and development activities. ▪ Participating in the ongoing development, implementation and monitoring of the service plans. ▪ Supporting and contributing to value for money, service efficiencies and improvements.
Flexibility	**This will involve:** ▪ The above-mentioned duties are neither exclusive nor exhaustive. From time to time you may be required to undertake responsibilities outside the normal remit of your Job Description as required by the line manager, and are broadly within your grading level and competence.

Person Specification

Person Specification		
Method of candidate assessment: A = Application form I = Interview T = Test. *Weighting: 3 = most important, 2 = least important*		
Requirements		
Education, Experience and Ability		
E1	GCSE or equivalent maths and English as a minimum. Educated to degree level or equivalent professional experience	A
E2	Experience of working with one or more of the following groups children, young people, older people, people with learning disabilities, people with mental health needs and people with physical disabilities in the creation, design and delivery of proactive and customer focused digital services.	A/I
E3	Evidence of continuous professional development and developing strong networks to benefit the business.	A/I
E4	Experience of supporting the delivery cultural change in large multi-cultural organisations.	A/I
E5	Experience of working in a change management and or communications environment	A/I
E6	Experience of providing creative and innovative people management solutions to the business.	A/I
E7	Ability to implement Organisational Development solutions to the business.	A/I
E8	Evidence of building strong relationships with internal and external stakeholders.	A/I
E9	Experience in bid management and ability to search online databases/ other sources to identify appropriate funding opportunities.	A/I
E10	Effective report writing skills.	A/I
E11	Project management skills with experience and confidence in managing multiple projects simultaneously.	A/I
E12	Experience of presenting to senior stakeholders and gaining buy in.	A/I
E13	Effective internal communication writing.	A/I
E14	Ability to create high quality digital content that is relevant and appropriate for the target audience.	A/I
E15	Experience of designing and producing communications including good practice guidance, action plans, leaflets and toolkits.	
E16	Experience in managing social media channels in a customer-focused organisation.	A/I
E17	Experience in creating original and engaging content for social media, web and other digital channels.	A/I
E18	Experience of using a wide-variety of social media management and monitoring tools.	A/I
E19	Knowledge and experience of a range of engagement techniques, tools and resources and how to apply them in different situations.	A/I
E20	Experience of developing communication materials to deliver announcements and relevant messages in accessible formats such as easy read.	A/I
E21	Experience of producing video content using video and photo editing software such as; Camtasia software suite, the Mailchimp marketing platform, and an excellent understanding of web interfaces and design.	A/I
Aptitude		
C1	Displays strong emotional intelligence and engages with a range of people with different communication needs, skills and abilities.	A/I
C2	Understands and evaluates verbal information	A/I
C3	Work effectively with numerical data/information	A/I
Key Behaviours		
B1	Evaluating problems	A/I

B2	Innovative and creative	A/I
B3	Effectively communicates and articulates information	A/I
B4	Adapts to changes	A/I
B5	Drives success	A/I
B6	Effective working relationships with colleagues	A/I
B7	Builds effective relationships	A/I
B8	Models the Councils values of Collaboration, Honesty, Excellence and Fairness	A/I
B9	Investigating issues	A/I
B10	Structuring tasks	A/I