

Adult Social Services, Public Health & Wellbeing Cluster Engagement & Development Manager

**Job Description and Person Specification
May 2021**

Job Description

Job Title:	Engagement & Development Manager
Service Area:	People Directorate
Function:	Delivery
Team:	Engagement and Development
Post number:	TBC
Grade:	LBR 16
Hours/weeks: <i>E.g. 36 hours/52.14 weeks</i>	36 hours
Base location:	Flexible, based on home and office working.
Reports to: <i>Job title</i>	Head of Delivery
Responsible for: <i>Job titles of direct reports</i>	Digital Engagement Officer x 1 Engagement and Development and Officer x1 Digital Engagement Officer x 1 CPD Development Officer x 1 Engagement & Development Co-ordinator x 2

<p>Role purpose and role dimensions: <i>Overview of the job</i></p>	<ul style="list-style-type: none"> ▪ To lead on: <ul style="list-style-type: none"> • Workforce planning and development across the People Directorate, and: • The development and management of external and internal engagement and communications for the People Directorate. • The development of key digital information and advice channels for the people Directorate. ▪ To be responsible for the development and implementation of the Directorate's strategic workforce plans across Adult Social Care, Children's Services, Public Health and Education & Inclusion. ▪ To lead on the engagement of service users and staff in the development of digital services. ▪ To work in partnership with NELFT for the learning and development of staff in the Health and Social Care Partnership (HASS). ▪ To contribute to corporate initiatives and working groups on behalf of the service area, particularly in connection with human resource development ▪ To lead on the development, planning, implementation and management of internal and external consultations. ▪ To lead on the management and dissemination of information specific to internal and external projects including budget savings, re-organisations, re-provision of services etc. ▪ To lead on media related campaigns and for undertaking activities such as reviewing website content and other media and overseeing the planning and implementation of various stakeholder and staff events such as workshops, forums and consultation meetings. ▪ To be responsible for the management of projects across the People Directorate including those of a corporate nature as directed by the Head of Delivery. ▪ To lead on the collection and collation of relevant workforce data for key mandatory returns.
<p>Key external contacts: <i>Organisations</i></p>	<ul style="list-style-type: none"> ▪ Skills for Care ▪ Department of Health ▪ GSCC (General Social Care Council) ▪ Association of Adult Directors of Social Services (ADASS) ▪ TLAP (Think Local Act Personal) ▪ TEASC (Towards excellence in Adult Social Care) ▪ NHS England ▪ Public Health England ▪ SCOD (Social Care Organisational Development Group) – pan London ▪ Training Providers ▪ Redbridge Learning Collaborative (comprising 290 social care providers in LBR) ▪ NQSW (Newly Qualified Social Workers) North East London Consortium ▪ Joint Learning & Development Partnership ▪ Other local authorities ▪ Service users, carers, residents, contracted & independent providers, voluntary sector providers, NHS partners, MPs and other stakeholders.
<p>Key internal contacts: <i>Job titles or groups of staff</i></p>	<ul style="list-style-type: none"> ▪ Corporate Marketing & Communications Team ▪ All staff in the People Directorate. ▪ Human Resources ▪ Finance Department ▪ Councillors ▪ Other Service Areas ▪ Legal and Constitutional services

<p>Financial dimensions: <i>Budgetary responsibility & amount. Equipment, cash, property etc. for which employee is responsible.</i></p>	<ul style="list-style-type: none"> ▪ Budget Responsible Officer for managing and monitoring: <ul style="list-style-type: none"> ▪ Learning & Development budget ▪ Income received from Skills for Care ▪ Income received from Universities ▪ Equipment and stationery stores ▪ Engagement & Development Salaries Budget ▪ The post holder has a responsibility for the day to day management of the publications budget, merchandise budget and other various ad hoc event budgets. ▪ The post holder has a responsibility to manage budgets associated with the management of related projects.
<p>Key areas for decision making:</p>	<ul style="list-style-type: none"> ▪ Staff management decisions for the Engagement and Development Team ▪ Prioritisation of Learning and Development budgets ▪ Training provision for social care staff working in the independent sector ▪ Procurement and management of training providers ▪ Production of Workforce Development Strategy and Annual Learning & Development plan ▪ Project management decisions relating to planning, actions, budgets and timescales. ▪ Develop and assign relevant measures to monitor success of projects, and their action plans. ▪ Influence strategy and policy decisions relating to the publication and dissemination of information. ▪ Make decisions about expenditure on merchandising materials, advertising, event budgets etc. ▪ Develop various publications.
<p>Other considerations: <i>E.g. working patterns</i></p>	<ul style="list-style-type: none"> ▪ To attend evening meetings ▪ To attend meetings across the country ▪ To deputise for the Head of Delivery
<p>Key accountabilities and result areas:</p>	<p>Key elements:</p>
<p>Staff Management</p>	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Line management in line with Council policies and procedures ▪ Coach, monitor and development of programme resource ▪ Being an effective strategic leader and providing a high quality example for other staff. ▪ Recruit staff required for programme ▪ Leading and matrix managing multi-disciplinary project teams.

Learning and Development	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Lead on the development of the Workforce Development Strategy for the People Directorate and the Annual Learning and Development Plan. ▪ Lead on identifying key training and development needs arising from statutory and other external guidance, health and social care priorities and comprehensive training needs analyses of staff. ▪ Lead on the Continuous Professional Development (CPD) of qualified professionals which meet statutory standards and guidelines ▪ Lead on the delivery of an on-going programme of development/training for staff across the Adult Care, Health and Wellbeing and Children's Services in partnership with NELFT for HASS in the context of the Workforce Development Strategy. ▪ Maintaining a partnership approach to learning and development to support the integration of social services and health services, the Redbridge Learning Collaborative and the North East London Workforce Development Consortium/Partnership. ▪ Lead on the monitoring, evaluation and analysis of development activity to ensure the ongoing development and improvement of the service training programmes. ▪ Lead on the efficient management of all training budgets ensuring compliance with the Council's financial regulations and with regard to Skills for Care/Department of Health guidance and good practice. ▪ Leading on the negotiations with training providers to ensure best value and compliance with procurement procedures. ▪ Collaborating with other local authorities, Skills for Care and other external organisations on learning and development initiatives. ▪ Lead on the promotion of effective use of existing resources, ensuring training initiatives between different organisations are co-ordinated, to reduce duplication and maximise development opportunities. ▪ Facilitating joint training initiatives with partner agencies and the private and voluntary sector in order to ensure consistency of standards and achievement of multi-disciplinary outcomes. ▪ Leading on the learning and development contribution to Service Area Plans and Improvement programmes.
Workforce Management	<p>This will involve:</p> <ul style="list-style-type: none"> ▪ Lead on the development of recruitment and retention strategies. ▪ Responsibility for ensuring that People are represented at job fairs and other related events. ▪ Lead officer representing Redbridge with Skills for Care (Department of Health) on workforce development, planning and funding issues. ▪ Lead on the Redbridge Learning Collaborative (between Social Services, Health, independent sector providers and Skills for care). ▪ Lead officer for the North East London Workforce Development consortium (Redbridge, Waltham Forest, Havering and Barking & Dagenham). ▪ Lead officer for placing of Work Experience students, interns and Apprentices for People.

Information & Advice (Production and dissemination)	This will involve: <ul style="list-style-type: none"> ▪ To periodically review existing communications channels to take account of technical developments and new media channels. ▪ To maximise the use of digital communication channels, taking into account the varied and specific needs of the People Directorates customers. ▪ To manage the development of the My Life website as the primary source of information for our customers and service users. ▪ In collaboration with senior staff, manage the production of information and advice for the service area and it's disseminate to various stakeholders including residents, service users, carers, staff, Members, partner agencies etc. ▪ Lead and manage the process which ensures that all information and advice is accessible for all audiences (including staff working in partner organisations). ▪ To lead and manage all digital content (Redbridge i, Inside Redbridge & MyLife website) are kept up to date and relevant to the work of the People Hub. ▪ Develop, publish and evaluate the impact of communication activity for various audiences, including staff and voluntary organisations to help keep individuals informed of developments, improvements, new services and new procedures etc.
External Campaigns & Enquiries	This will involve: <ul style="list-style-type: none"> ▪ Collaborate with Corporate Marketing and Communications Team to manage consultation and media campaigns that support the People Directorate engagement work and which are effective in achieving their intended outcomes. ▪ Collaborate with the Head of Delivery, Director(s) and Corporate Communications Team to respond effectively to media enquiries relating to adult social services. ▪ Oversee compliance with the corporate guidelines on the design and publication of external publications.
Stakeholder Engagement	This will involve: <ul style="list-style-type: none"> ▪ To lead on the implementation of the People Directorate engagement plan, to provide opportunities for service users, carers, partners, residents and members to influence the development and improvement of services as well as providing two way communications. ▪ To lead on the development and adoption of digital engagement channels, techniques and tools. ▪ Participate in various project groups as the engagement lead acting as the main source of advice and guidance within the People Directorate and oversee the production and dissemination of key information to relevant stakeholders. ▪ To lead on a programme of planned stakeholder events (both digital and face-to-face) such as provider forums; manager's briefings etc. ensuring these events are delivered on time and to budget and that other relevant, timely stakeholder events are held when required. ▪ Lead on the Directorate's input to the Corporate consultation database and manage its consultation activity where required.

Monitoring and Evaluation	This will involve: <ul style="list-style-type: none"> ▪ To lead on the implementation of relevant quality assurance frameworks for engagement across People Services. ▪ To lead on the production of an annual evaluation of all events/workshops etc. identifying overall performance and achievement of intended outcomes. ▪ To lead on the monitoring and evaluation of the impact of campaigns and consultations. ▪ To monitor and evaluate the use of various publications produced to inform future strategy and planning.
Project Management	This will involve: <ul style="list-style-type: none"> ▪ To be a senior project manager responsible for overseeing large complex projects across the People Directorate (e.g. strategic services, workforce development) as directed by the Head of Delivery. ▪ To manage individual project budgets. ▪ The lead to ensure projects are implemented, outcomes evaluated, and that the approaches undertaken are in-line with the principles of value for money and service improvement.
General accountabilities and responsibilities	
Green Statement	This will involve: <ul style="list-style-type: none"> ▪ 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: <ul style="list-style-type: none"> ▪ 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: <ul style="list-style-type: none"> ▪ 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: <ul style="list-style-type: none"> ▪ 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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 the grading level and competence.

Person Specification

Job Title:	Development & Engagement Manager		
<i>Method of candidate assessment: A = Application form I = Interview T = Test. Weighting: 3 = most important, 2 = least important</i>		A - I - T	Weighting
Minimum education/ qualifications:	<ul style="list-style-type: none"> ▪ Degree level qualification in marketing and communications or equivalent discipline. ▪ Programme/Project Management (MSP/PRINCE2 or equivalent) or equivalent experience 	A A	3 3
Minimum experience/ knowledge/ skills:	<ul style="list-style-type: none"> ▪ Significant and wide-ranging experience at senior management level in a large, complex customer facing organisation. ▪ Experience of developing and implementing digital information and advice projects ▪ Significant Management experience in a social care and/ or health environment. ▪ Proven experience of change management. ▪ Significant Experience of working within a programme and project management framework. ▪ Experience in learning and development techniques including meeting Continuous Professional Development (CPD) of professional staff to ensure their registration is maintained. ▪ Proven experience of complex engagement strategies and use of co-production models with staff, service users and residents. ▪ Experience of managing people remotely. 	A - I A - I A - I A - I A - I A - I A - I	3 3 3 3 3 3 3
Minimum competencies: Customer focus	<ul style="list-style-type: none"> ▪ Understanding of the political and financial processes, sensitivities and priorities in a complex organisational setting. ▪ Proven experience of Customer focus with measureable improvements in engagement and perception. ▪ Awareness of equality and diversity issues in all areas of service delivery and business management. ▪ Understanding of service user needs and expectations using traditional and digital channels. 	A - I A - I A - I A - I	2 3 3 3
Communicating and influencing	<ul style="list-style-type: none"> ▪ Excellent interpersonal and communication skills, including the ability to use a range of influencing styles to work effectively with diverse internal and external groups. 	A - I	3
Building relationships, working together and in partnership	<ul style="list-style-type: none"> ▪ Ability to form effective relationships across agencies & professional boundaries. 	A - I	3
	<ul style="list-style-type: none"> ▪ Ability to negotiate in a multi-agency environment & in the context of competing priorities 	A - I	3

Respecting & implementing diversity	<ul style="list-style-type: none"> ▪ Experience of service delivery with diverse communities. 	A - I	3
Planning, organising & achieving results	<ul style="list-style-type: none"> ▪ Strong organisational and project management abilities 	A - I	3
	<ul style="list-style-type: none"> ▪ The ability to identify requirements for change, to lead and manage such change to respond positively to new challenges, and to be creative and innovative in devising proposed solutions 	A - I	3
	<ul style="list-style-type: none"> ▪ Ability to meet deadlines, to conduct and direct research into learning and development and engagement and to take initiative in the development and completion of projects. 	A - I	3
Embracing change	<ul style="list-style-type: none"> ▪ Ability to incorporate into change management planning associated financial, human resources, technical & legal issues. 	A - I	3
For those with managerial responsibility Leadership	<ul style="list-style-type: none"> ▪ Highly developed leadership and management skills and the ability to motivate a mixed team of staff enabling them to reach their full potential. 	A - I	3
	<ul style="list-style-type: none"> ▪ The ability to lead and embed change through the development of staff skills, work practices and organisational climate and culture. 	A - I	3
Managing and developing people	<ul style="list-style-type: none"> ▪ Experience of developing and managing a sizeable, learning and development function within a large organisation, with the motivational skills to deliver significant improvements in service delivery and cost effectiveness where there may be resistance to change. 	A - I	3
	<ul style="list-style-type: none"> • Significant experience of leading change via engagement strategies with persuasive skills where there may be resistance to change. 	A - I	3
Special conditions:	<ul style="list-style-type: none"> ▪ Ability to work flexibly and outside of normal office hours as required 	I	3
Signature of Employee:	Name:	Date:	

