



**SWINDON**  
BOROUGH COUNCIL

## Role Profile

<b>Job Title:</b> Community & Stakeholder Engagement Manager	<b>Role Profile Number:</b> PCDH83
<b>Grade:</b> R	<b>Date Prepared:</b> 05.03.2021
<b>Directorate/Group:</b> Adults, Housing and Health	<b>Reporting to:</b> Service Lead, Public Health
<b>Structure Chart attached:</b>	No

### Job Purpose

The primary purpose of this role is to lead the community and stakeholder engagement work associated with COVID 19. To design and deliver an innovative and effective engagement programme which reaches and involves local people, communities, businesses and key partners. The post holder will be responsible for line managing and deploying Community Engagement staff.

### Key Accountabilities

- Write and implement a full community engagement programme, working alongside a wide range of stakeholders and communities, tailoring methods and messages to fit the audience.
- Establish, plan, facilitate and attend community and stakeholder meetings, build relationships with key community stakeholders and ensure this learning is reported to influence SBC business planning.
- Organise resources, including venues and people, briefing materials and equipment for a range of community engagement activities.
- Create, hold and maintain community and stakeholder databases and contacts, working closely with the Communications team and in accordance with all data protection policy and procedures.
- Conduct research and focus work to understand public views, gather local intelligence and insight to inform planning and future delivery of community and stakeholder engagement.
- Build strong relationships and support senior managers within Public Health, Communications, the Clinical Commissioning Group (CCG), Primary and Secondary Care and within the Voluntary and Charity Sectors to ensure a collaborative and efficient approach.

- Ensure that community engagement messaging is understood by both internal and external stakeholders in order to drive consistent messages that provide reassurance and clarity.
- Work with the SBC and CCG Communications teams to develop and deliver an annual programme of community engagement activity.
- Work along the Healthy Communities Manager and the PH Specialists to develop and deliver a range of community and stakeholder activities which put community participation and involvement at the heart of the COVID Response.
- Act as advisor to internal audiences, when required on stakeholder and community engagement matters and ensure that issues and concerns raised are addressed to the relevant teams within SBC.
- Produce and/or contribute to key performance measures, demonstrating the effectiveness of the Community and Stakeholder Engagement and the changes that have taken place as a result of this Engagement
- Direct line management of the Community Engagement Officers, creating and supporting their work programmes.

### **Supplementary Accountabilities**

- Deputise for the Service Lead at meetings which involve input or updates regarding community and stakeholder engagement.
- Manage meetings, projects, reporting (drafting and presenting) and relationships with other managers or teams in the communications department / other departments
- Manage the collection, recording and reporting required for Community Engagement and ensure this intelligence is passed to relevant colleagues, working closely with the Public Health and Communications teams.
- Play an active role in the Public Health Directorate and within the Community Health and Wellbeing Service, attending meetings, planning activity and advocating for the work.
- Organise and facilitate the Community Engagement Cell, bringing together all aspects of engagement and reporting progress through to the Bronze Health and Wellbeing Cell

### **Knowledge & Experience**

- Substantial experience of delivering community engagement in a complex organizational environment.
- Proven track record of building and nurturing strong, consistent and purposeful community and

stakeholder engagement relationships across a complex, multi-directorate organisation.

- Experience of managing and developing staff with different responsibilities and levels of experience.
- Experience of working with third parties and external agencies to deliver public messages and the production of reports and preparation of materials for decision making purposes.
- Experience of working with hard to reach groups and finding solutions to overcome barriers.
- Experience of marketing and communications and the role they play in effective engagement activity.

### **Qualifications**

- Educated to degree level in a relevant subject area or substantial experience at working at a senior level in an operational role.

### **Decision Making**

- Experience of acting swiftly to manage stakeholder and community engagement at sudden notice.
- Ability to think, act and plan strategically, and to win respect and operate at the highest level within an organisation
- Decision making on the appropriateness of an engagement plan or activity and the relevance to a varied audience.
- Day to day operational decision on engagement activity
- Excellent organisation skills, time management and prioritisation

### **Creativity and Innovation**

- Ability to be flexible and creative to find effective and interesting ways to engage with individuals, communities and stakeholders. keeping messages fresh and relevant
- Experience of managing different kinds of community engagement, including developing resources and guidance for those involved in the delivery of stakeholder and community engagement.
- Consideration and use of a wide range of tools and techniques to bring individual, communities and stakeholders along on the journey.
- Keeping the motivation and interest of stakeholders and partners in the delivery of shared engagement plans.

- Understanding of communities, demographics, health inequalities and market segmentation.
- New ways to engage in communities whose first language is not English or who have other barriers to communication.

<b><u>Job Scope</u></b>	<b>Budget Holder</b>	<b>No.</b>
<p><b>Number and types of jobs manage</b>            2 x CE Officers            Pool of Health &amp; Wellbeing Casuals</p> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Engagement activities</li> <li>• Focus Group</li> <li>• Campaign materials</li> <li>• Reports</li> </ul>	<p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	

**Contacts and Relationships**

- Strong and effective relationships with internal and external colleagues, teams, and partners agencies, working seamlessly across the public and voluntary sector
- Ability to facilitate and chair action focused multi agency meetings
- Strong presentation skills and ability to inspire and engage through oral and written communications
- Experience of working in partnership to deliver shared outcomes
- Strong communication skills, working with people at all levels and backgrounds
- Strong interpersonal skills and ability to form relationships quickly, built on trust and respect
- Acting as a positive role model and delivering at an operational level as well as strategically
- Confidence in holding people to account and engendering a culture of openness and solution focus.
- To build the reputation of the council through the community and stakeholder engagement work
- Building on knowledge or existing links within communities

**Values and Behaviours**

We strive to underpin our culture of being ‘At our Best’ through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels
- Customer care and pride in what we do

- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

**Other Key Features of the role**

- Some evening and weekend work required
- Dealing with potentially challenging circumstances around safeguarding and poor health

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name::
<b>Date:</b>	