Job Description

Job title	Engagement Officer
Directorate	PEOPLE : Children and Adults
Division	Adult Social Care
Range	MPR 4
Reports to	Engagement Manager

Main purpose of the job:

Foster strong relationships between Medway Council's Adult Social Care services and the local community to enhance community involvement and support the delivery of high-quality care services.

Champion the voices of people that we support to ensure that we empower individuals, focusing on their strengths and potential rather than limitations.

Actively engage the voice of practitioners, Adults, Carers, and families to ensure that we provide a better service for individuals, families, carers, provider and partners.

Liaise with stakeholders in a way that promotes the One Medway Council Plan and embeds our values and behaviours.

Accountabilities and outcomes:

Develop and implement strategies to improve wellbeing and engagement across the adult social care division.

Develop and implement strategies to engage with local communities, service users, and stakeholders to gather feedback and promote Adult Social Care services.

Create and distribute informative materials, including newsletters, social media updates, and reports, to keep the community informed about services, events, and initiatives.

Establish and maintain partnerships with local organisations, providers, voluntary groups, and other stakeholders to enhance service delivery and community support.

Plan and coordinate community events, workshops, virtual groups to promote awareness and understanding of Adult Social Care services.

Collect, analyse, and report on feedback from service users and the community to inform service improvements and policy development.

Represent the interests of service users and the community in meetings and discussions with internal and external stakeholders to ensure their voices are heard.

Actively engage the voice of staff, adults, carers, and families ensuring individuals' experiences and outcomes are tailored, minimising inequalities, and promoting equality.

Understand the potential and actual inequalities in care and support outcomes, working in collaboration with adult social care, partner agencies, communities, and the wider systems to co-produce actions to reduce inequalities and ensure a diverse and flexible joined-up approach is embedded within practice.

At the discretion of the Head of Service, such other activities as may from time to time be agreed consistent with the nature of the job described above.

Key Corporate Accountabilities:

To work with colleagues to achieve service plan objectives and targets.

To understand and actively keep up to date with GDPR responsibilities, including completing regular refresher training.

Safeguarding is everyone's responsibility: all employees are required to act in such a way that safeguards the health and well-being of children and vulnerable adults.

As a corporate parent, all council employees are responsible for ensuring the well-being and positive outcomes of Medway's care-experienced children and young people.

To participate in the Performance Appraisal process and contribute to the identification of own and team development needs utilising the Career Progression Framework.

Work in accordance with the Equality Act 2010 and the Public Sector Equality Duty to eliminate unlawful discrimination, harassment and victimisation. Promoting equality of opportunity, fostering good relations and improving the quality of life and opportunities for everyone living and working in Medway.

To ensure full compliance with the Health and Safety at Work Act 1974, the Council's Health and Safety Policy and all locally agreed safe methods of work.

To fully understand and be aware of the commitment to the duty under Section 17 of the Crime and Disorder Act 1998 to prevent crime and disorder.

Promote the Medway Carbon Neutral by 2050 commitment; supporting the Council action plan to ensure we play our part in addressing the climate emergency.

Medway Council is a Category One responder in relation to the Civil Contingencies Act (2004) and as a result all staff working for the Authority may be asked to carry out Category One response duties or stand into the role of another member of staff who is responding to a Major Civil Incident.

Accountabilities to Adults we work with:

- Be a good listener.
- Be non-judgemental.
- Be responsive.

- Be understanding.
- Be honest.
- Be focused.
- Be realistic.
- Be a good time keeper.
- Be resourceful in your approach.
- Be ambitious and professionally curious for adults with care and support needs and promote others to share the same drive.

'Make no decision about me without me.'

Organisation:

This role reports to the Engagement Manager.

The post holder will not be required to line manage others but may be required to direct, coordinate or train other employees.

The post holder will be required to liaise with all stakeholders both internal and external to the organisation.

Working Style:

HYBRID - a flexible working arrangement whereby an employee can undertake their work either in the office and/or partially or mainly from home on a temporary or permanent basis.

Person specification

All criteria at level A are considered essential unless stated otherwise.

Qualifications

Level A

- A minimum of 5 GCSEs including English and Maths (grades 4-9) or equivalent
- Level 4 in Business Administration or equivalent

Level B (in addition to level A criteria)

- Working towards an accredited qualification in project management and/or public engagement.

Level C (in addition to levels A and B)

- Accredited qualification in project management and/or public engagement.
- Evidence of continued professional training in project management and public engagement

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Knowledge

Level A

- Knowledge of effective strategies and techniques involved in engagement with the public and professionals in a corporate setting. ,
- Knowledge of a range of media and techniques used for effective wide-ranging engagement and information dissemination.
- Knowledge of how to monitor, measure, report and improve the effectiveness of marketing campaigns and engagement activities.
- An understanding of GDPR and data management.

Level B (in addition to level A criteria)

- Knowledge and understanding of effective project management processes and techniques.
- Knowledge of adult social care policies, procedures and local authority/public sector regulations.
- A developed understanding of designing and delivering engagement projects/services against a defined set of outcomes.
- Developed knowledge of working with and through policies and strategies to improve engagement.
- Detailed knowledge and understanding of GDPR.
- Detailed knowledge of specific marketing and engagement strategies and how to use targeted approaches for maximum benefit.
- Good understanding of the One Medway Council Plan and service plan and how this role and the team contribute to delivering the outcomes

Level C (in addition to levels A and B)

- Extensive knowledge of Adult Social Care processes, procedures and statutory guidance.
- Excellent understanding of relevant policies/initiatives that are relevant to marketing and engagement.
- Excellent demonstrable knowledge of evidence-based strategies and activities for engaging and communicating with the public, the council and wider stakeholders.
- An excellent knowledge of project management techniques including project evaluations.

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Experience

Level A

- Experience working within a public facing role ideally within a social care setting.
- Experience of managing projects successfully, using effective techniques to manage, monitor and evaluate.
- Experience of multi-agency working with broad range of statutory and non-statutory organisations.
- Experience of engaging communities, groups, and individuals, delivering public engagement campaigns using coproduction, participation and consultation engagement activities involving a range of stakeholders and partners
- Experience of managing risk and effective problem solving.
- Experience in communications and/or marketing to a broad audience.
- Experience of providing and adapting reports and presentations to a wide range of diverse people. >

Level B (in addition to level A criteria)

- Demonstrable experience of conducting formal project evaluations and/or research projects.
- Experience of influencing and coordinating internal and external stakeholders or groups to increase their engagement with research.
- Experience of evaluating partnerships and addressing barriers to successful engagement and collaboration.

Level C (in addition to levels A and B)

- Experience of successfully developing and delivering against specific strategic marketing and engagement objectives.
- Experience of collaborating to create new solutions to complex problems by promoting innovation and the sharing of ideas, practices, resources, leadership and learning.

Skills

Level A

- Proficient in the use of Microsoft Word, Excel and Outlook.
- Ability to meet fixed, non-negotiable deadlines and still maintain high quality standards.
- Ability to provide advice and guidance on internal procedures and relevant legislation.
- Excellent communication skills, both orally and in writing, including good report-writing skills.
- Ability to demonstrate an understanding of how teams work with other services and taking a proactive approach towards helping others.

Level B (in addition to level A criteria)

- Ability to manage project schedules, resources and budgets, accommodating changes with a robust change management process. This includes skills in project planning, execution and evaluation.
- Ability to manage data and information in compliance with policy and protocol.
- Ability to collate and analyse data to produce intelligence that informs decision making, planning, implementation, performance monitoring and evaluation.
- Ability to work collaboratively and maintain excellent working relationships with a wide range of stakeholders.
- Ability to use clear and effective communication, negotiation, consultation and influencing skills tailored to meet the needs of a wide range of audiences and stakeholders.
- Ability to use creative approaches to engagement and marketing.
- Ability to work effectively with key stakeholders, including the council communication and marketing team.

Level C (in addition to levels A and B)

- < Financial management skills including the ability to identify profit-making opportunities and achieve savings.

- Ability to present complex information in an understandable way to a wide range of audiences, taking into consideration their diverse needs.
- Ability to facilitate change (behavioural and/or cultural), in organisations, communities, and/or individuals, including line-managed staff.
  Ability to support a team to use innovative and responsive techniques to encourage culture change across the council so that there is an increase in research activity and engagement with research in general.