Engagement and Co-Production Team
Career progression framework
2026

Job Title	Range	Duties	Level A (Developing)	Level B (Practising)	Level C (Accomplished)
Engagement Officer	Range 4	Support the effective implementation of the Adult Social Care Transformation and Improvement Programme through managing small-scale projects; planning, executing and monitoring project timescales, deliverables and benefits, and coordinating across multiple workstreams. Assist the Programme Lead with large-scale projects by preparing and monitoring project documentation, tracking benefits realisation, and supporting service improvement discovery		In addition to level A	In addition to levels A and B
			Qualifications • A minimum of 5 GCSEs including English and Maths (grades 4-9) or equivalent • Level 4 in Business Administration or equivalent	**Qualifications** • Working towards project management or public engagement qualification	**Qualifications** • Accredited qualification in project management and/or public engagement. • Evidence of continued professional training in project management and public engagement
			Knowledge • 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 other 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.	**Knowledge** • 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	**Knowledge** • Extensive knowledge of Adult Social Care processes, procedures and statutory guidance. • Excellent understanding of 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.
			Experience • Experience working in a public facing role, ideally within a social care setting.	**Experience** • Demonstrable experience of conducting formal project	**Experience** • Experience of successfully developing and delivering against

			• Experience of managing projects successfully, using project management techniques to manage, monitor and evaluate. • Experience of engaging communities, groups, and individuals, delivering public engagement campaigns using coproduction, participation and consultation and 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 diverse range of people.	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. • Experience of multi-agency working with broad range of statutory and non-statutory organisations.	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.
			<u>Skills</u> • Proficient in the use of Microsoft Word, Excel and Outlook. • Ability to meet fixed, non-negotiable deadlines whilst maintaining 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.	**<u>Skills</u>** • 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.	**<u>Skills</u>** • 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.

Engagement and Project Lead	Range 6	Development and delivery of engagement, user involvement and co-production initiatives within adult social care; creating equal partnerships between people who use services, carers and professionals to improve experiences of services and deliver better outcomes. Play a critical role in facilitating communication, promoting engagement and ensuring the wellbeing of people who use our services and their carers, ensuring that there is appropriate representation of the community and the population. Working alongside key stakeholders, ensure people who use adult social care services and their carers feel empowered, and that their voices and experiences are central to shaping our policies, plans, strategies, and service delivery.		In addition to level A	In addition to levels A and B
			Qualifications • General level of education to GCSE level or equivalent, including Maths and English • BTEC Business Studies, Public Administration, or relevant experience, or other recognised Business/Management qualification	**Qualifications** • Training in co-production and engagement methodologies, or equivalent experience	**Qualifications** • Level 5 management qualification • Evidence of continuous professional development
			Knowledge • Demonstrable practical knowledge of Adult Social Care processes, procedures, regulatory frameworks, and statutory guidance, with ability to turn theoretical knowledge into practical applications • Knowledge and understanding of GDPR and confidentiality • Demonstrable understanding of customer needs • Knowledge and understanding of equality issues in relation to service provision • Understanding of the principles of co-production • Understanding of the principles of stakeholder engagement	**Knowledge** • In-depth knowledge and understanding of stakeholder engagement, participation, and communication principles • In-depth knowledge of co-production principles and practices • Knowledge of local and national social care co-production initiatives	**Knowledge** • Working knowledge and understanding of project management methodologies • Comprehensive understanding of co-production and engagement and its application in various contexts • Knowledge of emerging trends and innovation in co-production and engagement
			Experience • Experience of working within a local government environment • Experience of working within a political environment and managing Members and managers' expectations • Experience of developing and maintaining effective administration and forward planning systems, and managing a large, varied workload • Experience of coordination of communication and engagement • Experience of involvement and participation with members of the public	**Experience** • Experience of leading on the delivery of co-production and stakeholder engagement • Proven track record of successfully implementing co-production and/or engagement projects • Experience of managing stakeholder relationships and partnerships • Demonstrable experience of promoting and celebrating equality and diversity through programmes of work	**Experience** • Experience of establishing connections at local, regional, and national levels to shape and enhance co-production and engagement initiatives • Demonstrated success in leading large scale co-production and engagement initiatives • Experience of strategic planning and policy development

			• Experience of working with a wide variety of stakeholders including senior leaders • Experience of developing solutions or plans which take up to a year to formulate		
			Skills • Organisational skills and the ability to deal with high levels of work-related pressure, for example from deadlines, interruptions and/or conflicting demands • Ability to use analytical skills to interpret complex information and situations • Excellent communication skills with the ability to present complex and/or sensitive information in an understandable way, using a variety of methods across a range of audiences • Excellent IT skills, including Microsoft Office packages particularly Word, Access, Excel, PowerPoint and Outlook • Ability to work independently within defined procedures and, where there are no recognised procedures, make decisions without referring to a line manager where necessary and appropriate • Ability to work collaboratively with diverse stakeholders • Ability to facilitate co-production and engagement events, including meetings and workshops • Ability to build trust with stakeholders	**Skills** • Ability to undertake work that requires a range of imaginative solutions and responses, and involves application of fresh and innovatory thinking • Data analysis skills with the ability to identify patterns and trends in data sets, and draw meaningful conclusions to inform co-production and engagement initiatives • Ability to undertake direct responsibility for the line management of others, with the ability to provide direction, empower people to achieve objectives and take responsibility for team members' actions and errors • Advanced communication and stakeholder management skills	**Skills** • Ability to develop strategic insights to inform decision making and contribute to strategy development within adult social care • Advanced interpersonal and advocacy skills • Demonstrable leadership skills to handle team dynamics and pressure effectively • Ability to develop and maintain long-term stakeholder relationships