

Head of Engagement and Insight Role Profile

Job Title:	Head of Engagement and Insight	Date:	Oct 2018
Reporting Line:	Assistant Director Communications, Engagement and Campaigns	Job Level:	Grade 11
Team:	Communications and Engagement	Business Area:	Communications and Engagement

JOB PURPOSE

To lead the work of the Engagement and Insight Team across a range of disciplines including, delivering our objective of building effective, reciprocal relationships between citizens, communities, public services and the private sector to facilitate involvement with our work.

The role holder will cover all elements of the engagement team's work, supporting the Mayor of Greater Manchester, Deputy Mayor of Greater Manchester and Greater Manchester Combined Authority (including Greater Manchester Fire and Rescue Service).

This will include promoting the work of the above bodies and demonstrating the difference that devolution is making across Greater Manchester.

The role holder will report directly to the Assistant Director Communications, Engagement and Campaigns, and work closely with internal and external stakeholders, including: the Mayor, Deputy Mayor and GMCA leadership, including the Chief Fire Officer of GMFRS.

KEY RELATIONSHIPS

- Mayor of Greater Manchester
- Deputy Mayor of Greater Manchester
- Greater Manchester Fire and Rescue Service Chief Fire Officer
- Greater Manchester GMCA senior executives
- GMCA portfolio holders – council leaders and chief executives
- Director of Communications and Engagement, Assistant Director News and Media and GMCA communications and engagement team
- Mayoral team and GMCA policy team
- Wider Greater Manchester communications and media teams
- Partner agencies working on relevant projects and functions in Greater Manchester and nationally, where appropriate

KEY RESPONSIBILITIES

- Lead the delivery of a comprehensive engagement and insight plan, ensuring all work contributes to delivering tangible outcomes set out in our Communications and Engagement Strategy, in the GMCA Business Plan and in the Greater Manchester Strategy
- Provide strategic and tactical engagement and insight advice to senior stakeholders, including the Mayor, Deputy Mayors and GMCA leadership.
- Provide strategic support towards the Communications and Engagement strategy and media strategy, including policy development and delivery for own area.
- Support the Assistant Director with the creation and delivery of a GMCA and Greater Manchester campaign plan.
- Be responsible for delivery of effective and efficient engagement and insight activity for GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service.
- To ensure opportunities exist for the public and stakeholders and partners to get involved in the work of the Mayor, Deputy Mayor and GMCA – and that people are aware of them
- To develop an engagement toolkit to build skills, capacity and capability across GMCA, to include an assurance process, to include providing training where appropriate
- To deliver and implement a public consultation portal, including exploring its potential use for wider GM work
- To build and maintain excellent and effective relationships with key community groups, to enable an effective function
- To review and evaluate the impact of the engagement work across the organisation
- With the Assistant Director, to develop the insight function to ensure all internal and external communications activity is based on insight, and is evaluated, tested and continuously adapted
- To manage the senior engagement and insight manager, actively supporting their development and performance, and contribute to the successful running of the wider GMCA communications and engagement team
- To ensure the GMCA team is positioned positively nationally and takes an active role in appropriate professional networks
- To support the embedding of an engagement culture across GMCA, to include training where appropriate
- Deputise for Assistant Director Communications, Engagement and Campaigns where appropriate

General

- Lead, coach and mentor the Engagement and Insight team in effectively delivering strategic and operational actions in relation to Communications and Engagement and other relevant activity. Actively supporting their professional development and performance; and recognising the team contributions to the successful running of the wider GMCA Communications and Engagement team

- Provide strategic support towards the Communications and Engagement strategy and media strategy, including policy development and delivery for own area
- Contract management and procurement of training provisions, systems and other relevant services related to the role holder's specific area of work
- To oversee, and take part in, an effective in and out of hours monitoring and reactive/on call service to ensure key leaders are sighted on relevant media coverage and able to respond, to include participating in Greater Manchester's emergency planning processes
- To work closely with partners in Greater Manchester, including transport, health, the Local Enterprise Partnership and the voluntary and community sector, to design and support relevant media activity involving the Mayor, Deputy Mayor, Greater Manchester portfolio holders and Chief Executives and GMCA
- Safeguard and enhance the public image and reputation of GMCA, the Mayor, the Deputy Mayor for Policing, Fire and Crime, and Greater Manchester Fire and Rescue Service
- Provide the content for a monthly monitoring dashboard of communications and engagement activity
- Provide advice and guidance to clients and stakeholders regarding spending need and accountability in relation to communication and engagement activities
- Manage, monitor and be responsible for an assigned non-pay budget
- To undertake any additional duties which are reasonably commensurate with the level of this post

This post is a politically restricted post, as defined by the Local Government and Housing Act 1989 (as amended by Section 30 of the Local Democracy, Economic Development and Construction Act 2009) on one of the following grounds:

- the post is that of a Chief Officer or Deputy Chief Officer or
- the post has delegated powers to discharge the functions of the Authority; or
- the duties associated with the post include giving advice on a regular basis to the Authority, to Committees or Sub-Committees of the Authority (including member panels, Sub-Committees etc.) or to joint committees on which the Authority is represented or give advice to Executive Members, Committees or speak to the media.

The post holder has a right to appeal to the GMCA Chief Executive against the classification of their post as politically restricted.

KNOWLEDGE, SKILLS AND EXPERIENCE

Knowledge & Experience

- Degree or relevant role specific professional qualification, or equivalent experience in communications, engagement, journalism or another relevant discipline
- Demonstrable experience of team leadership and management to deliver excellent client services and continuous improvement
- Experience of working in a political environment and/or local authority environment
- Excellent understanding of the engagement processes
- Knowledge and experience of crisis management and the role of communications in fast-moving crisis situations. The ability to stay calm and retain authority in an apparent crisis
- Experience in developing and delivering or commissioning insight work
- In depth understanding of the evaluation of engagement functions and an ability to use evidence to guide decision making for future activity
- An understanding and commitment to GMCA and its vision and values and the ability to inspire others to achieve this

Desirable

- Membership of a relevant professional body
- Management or leadership qualification
- Devising and implementing campaigns
- Knowledge of local authority decision-making processes and the role of elected members
- Experience of working in a political and/or emergency services environment

Skills & Behaviours

- Excellent relationship management and consulting skills with demonstrated ability to develop effective strategic relationships with key stakeholders and colleagues including the ability to influence, negotiate and coach at senior levels
- Excellent writing skills and ability to translate complex messaging for differing audiences, both on and offline
- Excellent digital skills and complete familiarity with social media
- Excellent understanding of engagement strategies and practices and an excellent network of contacts
- Evidence of generating ideas and pursuing them to result in successful communications initiatives.
- Understanding of the evaluation of communications functions and an ability to use evidence to guide decision making for future communications activity
- Strong and supportive leadership and management skills
- Self-motivation and ability to deal with a demanding workload and deliver consistently to deadlines
- Ability to work flexibly and creatively as part of an effective team
- Commitment to high standards of customer care and public service
- Requirement to travel outside the county to attend meetings etc. when required may include overnight stay.
- Occasional requirement to attend residential training courses
- Willingness to be part of the out-of-hours on-call service if required

- To be willing to work flexibly as occasional evening and weekend working may be required
- Willingness and ability to travel across the county when required, within a reasonable time to meet the role demands (individuals providing their own vehicle for use will be eligible for casual car user rate)

Corporate Duties

Avoid any behaviour which discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.

Safeguard at all times confidentiality of information relating to staff and pensioners.

Refrain from smoking in any areas of Service premises.

Behave in a manner that ensures the security of property and resources.

Abide by all relevant Service Policies and Procedures.

Records Management/ Data Protection - As an employee of the GMCA, you have a legal responsibility for all records (including employee health, financial, personal and administrative) that you gather or use as part of your work with the Service. The records may be paper, electronic, audio or videotapes. You must consult your manager if you have any doubt as to the correct management of the records with which you work.

Confidentiality and Information Security - As a GMCA employee you are required to uphold the confidentiality of all records held by the GMCA, whether employee records or GMCA information. This duty lasts indefinitely and will continue after you leave the GMCA employment. All employees must maintain confidentiality and abide by the Data Protection Act.

Data Quality - All staff are personally responsible for the quality of data entered by themselves, or on their behalf, on GMCAs computerised systems or manual records (paper records) and must ensure that such data is entered accurately and, in a timely manner, to ensure high standards of data quality in accordance with Departmental protocols.

To ensure data is handled in a secure manner protecting the confidentiality of any personal data held in meeting the requirements of the Data Protection Act.

Health and Safety - All employees of GMCA have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions. Employees are required to co-operate with management to enable GMCA to meet its own legal duties and to report any circumstances that may compromise the health, safety and welfare of those affected by the Service's undertakings.

Service Policies - All GMCA employees must observe and adhere to the provisions outlined in these policies.

Equal Opportunities - GMCA provides a range of services and employment opportunities for a diverse population. As a GMCA employee you are expected to treat all employees / partners / members of the public and work colleagues with dignity and respect irrespective of their background