

## Job Description



<b>Job Title: Strategic Partnerships &amp; Engagement Manager</b>	<b>Service Area: Policy, Research and Partnerships</b>	
<b>Directorate: Communications, Engagement and Policy</b>	<b>Post Number: Fusion</b>	<b>Evaluation Number:</b>
<b>Grade: P06</b>	<b>Date last updated: February 2023</b>	

### **People at the heart of everything we do**

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

### **Equality and diversity**

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.

### **Protecting our staff and services**

Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.

### **Corporate parent**

We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

## **Purpose of the Team**

The Policy, Insights and Partnerships team is within the Communications, Resident Engagement and Policy directorate. Led by the Assistant Chief Executive – Chief Marketing Officer, the directorate brings together three divisions: Resident Engagement and Participation; Policy, Insights and Partnerships; and Marketing Communications.

The ambition of the Directorate is to better connect resident insights to engagement, research, policy to brand and marketing communications to improve the delivery of the Council's overall corporate ambition to 'Build a Fairer Newham'. This will be achieved by a transformative approach to communications, engagement and participation that makes it easier for people to know what we offer; access what they need, and

understand Newham as a 'force for good' acting to improve resident outcomes (and the borough).

The Policy, Insights and Partnerships team has a pivotal role in providing:

- Insights that help the Council understand and respond to its residents' needs, improving the delivery of services.
- Developing corporate and service area strategy against the overarching corporate plan 'Building a Fairer Newham.'
- Identifying and securing partnerships that accelerate the reach and impact of our activities to improve the borough. This ranges from fundraising to research partnerships.
- Policy research, monitoring and campaign development to achieve change that contributes to improved outcomes for residents.

The Policy, Insights and Partnerships team consists of two portfolios:

## **1. Strategic Partnerships and Engagement**

To provide insight and strategic recommendations that enable the Council's senior stakeholders, including the Chief Executive and Mayor, to respond to challenges and opportunities facing the borough. It also aims to develop integrated policy and partnership campaigns that achieve a change in reach and impact against the Council's priorities and demonstrate its transformative agenda. This includes:

- Embedding Building a Fairer Newham across the organisation so that everyone contributes to achieving its priorities.
- Supporting cross-cutting strategies that significantly impact residents' lives and ensuring these are aligned with the Corporate Plan.
- Identifying, strengthening and activating partnerships that achieve positive outcomes for residents.
- Increasing the amount of funding the Council can bid for to achieve its priorities.

## **2. Research and Inclusion**

To help Newham use insights to inform communications, engagement, policy and service to improve the quality, effectiveness, reach and impact of the Council's activity. It will be developed to reflect the diversity of our borough and embeds inclusive and participatory approaches. This includes:

- Leading the development and delivery of the Council's corporate research programme, including a residents survey, citizens' assembly and panel/tracker.
- Developing a single view of Newham and residents' data to inform all engagement and communications activity.
- Building the capability of services to make the best use of evidence through self-service tools and training.
- Developing a strategic programme of research collaboration with university partners to access external expertise and knowledge exchange.
- Maximising opportunities to translate Council data into valued added insights for residents and partners via the development of Newham Insights.

- Delivering “always on” insights that better meet residents’ needs and improve their experience and the reputation of Newham as part of a wider “always on” newsroom, measured via a brand awareness tracker.

## **Overall Purpose of Job**

The post-holder will lead the development of our corporate strategy and our approach to influence policy change and attract investment to deliver on borough priorities. The role will help advocate for Newham through coordination of direct campaigning and bid development, as well as through maintaining strong relationships with partners, stakeholders and decision-makers. The post-holder will work closely with colleagues to secure funding for our work, as well as build and manage internal and external relationships with key people such as MPs, the Mayor of London and Greater London Assembly, Cabinet members and others within local government, professional bodies and think tanks.

## **Key Tasks and Accountabilities:**

1. Line manage a team of Senior Government Affairs and Partnerships Officers and Senior Policy Officers.
2. Manage projects that develop and deliver strategy and policy design based on the Mayor’s priorities and vision, using evidence-based practice, resident and partner participation, equalities and inclusion principles.
3. Develop and test creative and innovative solutions to strategic issues with services, partners and residents to bring about improvements which impact on outcomes, reputation, and borough strategy.
4. Plan strategies across the Council to ensure they have maximum impact towards its priorities.
5. Build relationships with national, regional and local decision makers, opinion formers and think tanks to position Newham as a thought leader and secure policy change and investment.
6. Work across Council services to build coalitions and activities that mobilise strategic partners to build a fairer Newham.
7. Coordinate work to help the Council increase external funding into the borough, including via the Newham Funders Forum.

## **Job Context**

1. This role reports to the Head of Policy, Research and Partnerships.
2. This role has line management responsibilities for Senior Government Affairs Officers and Senior Policy Officers, and an Apprentice Trainee Policy Officer.
3. The post holder may be required to work outside normal business hours, including occasional weekends, in order to meet service requirements.

## **Key Tasks and Accountabilities:**

**To undertake all responsibilities listed below:**

- To ensure performance appraisal procedures are carried out and that there is full compliance with the Council's HR policies and procedures, including sickness absence, conduct, capability, business reorganisation and Health and Safety.
- Model the new behaviours required of all staff in terms of equality, ethical behaviour, effective internal control, agility, transparency, openness, community empowerment and engagement.
- To promote and champion equality and diversity in the delivery of all Council activities, service provision and employment practice.
- To ensure that Health & Safety legislation and the Council's Health & Safety requirements are all complied with.

<b>Job Title: Strategic Partnerships and Engagement Manager</b>	<b>Service Area: Policy and Communications</b>	
<b>Directorate:</b> People, Policy & Performance	<b>Post Number: Fusion</b>	<b>Evaluation Number:</b>
<b>Grade: P06</b>	<b>Date last updated:</b>	

### IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

### EQUALITY AND DIVERSITY

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

### PROTECTING OUR STAFF AND SERVICES

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

<b>CRITERIA- Essential</b>	<b>METHOD OF ASSESSMENT</b>
<b>KNOWLEDGE</b>	
Knowledge of major factors, influences and legislation facing local government.	Application/Interview
In-depth understanding of the public policy context in which the Council operates.	Interview

<b>QUALIFICATIONS</b>	
Educated to degree level or equivalent or Work experience demonstrating graduate level ability	Application
<b>EXPERIENCE</b>	
Coordination of policy and strategy development in a complex organisation.	Application/Interview
Managing the prioritisation, planning and delivery of complex work programmes,	Application/Interview
Experience in developing successful campaigns and partnerships that have secured policy change, or funding.	Application/Interview
Significant experience of advising senior managers, members and other stakeholders on high profile issues.	Application/Interview
Experience of supporting staff to deal with competing work demands, planning and prioritising workloads.	Application/Interview
Track record of providing high quality advice to support critical strategic decision making by members and senior officers	Interview
<b>SKILLS AND ABILITIES</b>	
Ability to manage, lead a team, motivate staff and foster their development.	Application/Interview
Ability to identify and suggest mitigations for a range of risks	Application/Interview

Highly developed written and oral communication skills, including the ability to present complex ideas in a clear and comprehensible way and coach others to do so	Application/Interview
Demonstrable ability to advocate confidently on complex and sensitive issues with senior stakeholders.	Application/Interview
Experience of working collaboratively across service areas and disciplines to produce positive outcomes	Application/Interview
Sound political awareness and sensitivity to develop and sustain consensus and ensure credibility with members, senior officers, key stakeholders and staff.	Application/Interview
<b>PERSONAL STYLE AND BEHAVIOUR</b>	
<p><b>You lead and engage</b></p> <p>As a leader, you'll need to build strong relationships with services, partners and citizens to engage &amp; influence them to support and drive participative policy making</p> <p>Your skills: You mobilise senior leaders to put residents at the heart of our policy making, building commitment &amp; excitement from them to drive change</p>	Application/Interview/Test
<p><b>You focus on citizens</b></p> <p>We need to have a continual focus on the outcomes for the communities we serve. This means ensuring we involve citizens throughout the policy making process.</p> <p>Your skills: You embed a culture focused on citizens, ensuring staff &amp; partners keep the needs of residents at the forefront of everything they do, role modelling this yourself.</p>	Application/Interview/Test
<p><b>You take ownership</b></p> <p>If we are to successfully drive change then we need people who take responsibility for experimenting and learning. New ways of working can only be achieved if we are prepared to take calculated risks and challenge established ways of doing things.</p>	Application/Interview/Test

<p>Your skills: You create new opportunities and take bold and decisive action to capitalise on opportunities for the council &amp; borough to adopt more participative policy making, while creating an environment that supports others to take calculated risks.</p>	
<p><b>You think strategically</b></p> <p>To deliver the ambitions of the borough's agenda, we need people who can 'join up the dots', challenge current thinking and develop creative solutions to difficult issues.</p> <p>Your skills: You help create new ways of working, drawing new insights to re-define how things are done and boil down complexity to provide clarity and focus.</p>	Application/Interview/Test
<p><b>You innovate with others</b></p> <p>We need to be continually inquisitive if we are going to drive improvement in policy making. We need people who are clued up with what's happening across sectors in this area, and with residents too.</p> <p>Your skills: You shape the agenda, seeking out ideas &amp; learning from the best organisations. You're at the forefront of thinking and influence policy makers.</p>	Application/Interview/Test
<p><b>You drive improvement</b></p> <p>If there is a need to drive culture change for the council, partners &amp; residents to adopt more participative policy making, then we need people who can address issues &amp; risks head on to drive tangible improvement.</p> <p>Your skills: You constructively challenge peers, partners and senior leaders to deliver change and you're prepared to take appropriate action to tackle under-performance.</p>	
<p><b>You have strong integrity</b></p> <p>We need to build trust with citizens, colleagues and partners if we are to make policy in more participative ways. We need people who can deliver what they promise and not be afraid to admit mistakes.</p>	Application/Interview/Test



<p>Your skills: You walk in other people's shoes to better understand them and how they can support each other, and you learn from your mistakes and act on them.</p>	
<p><b>You are adaptable</b></p> <p>You'll need to reflect on what is going on right across a whole system and look beyond the uncertainties and unknowns of today towards long term aims.</p> <p>Your skills: You respond to unexpected situations flexibly and mobilise people to create &amp; test ideas, learn quickly what works, improve it and try again.</p>	<p>Application/Interview/Test</p>
<p><b>OTHER SPECIAL REQUIREMENTS:</b></p>	