

Job Description



Job Title: Engagement Co Production and Accessibility Officer	Service Area: Transformation - Adult Social Care and Health	
Directorate: Improvement, Change and Control	Post Number: TBA	Evaluation Number: 6833/a/b
Grade: PO3-5	Date last updated:	

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.

Overall Purpose of Job

- To understand all levels of engagement and be able to support with and conduct engagement and co-production exercises with a range of stakeholders
- To promote an approach that recognises the importance of engagement, feedback and input from the community when designing and running services
- To support engagement, co-production and accessibility with stakeholders both within, and external to, the transformation team
- To understand the wider organisational mechanisms for engagement and co-production and work with them, where necessary, to ensure coordination
- To represent transformation in a positive way and work with partners and wider stakeholders to ensure learning from feedback across all areas of service delivery.

- To deliver engagement, co-production and accessibility exercises, as guided, and to meet statutory provisions and to address the expectations of inspection regimes
- To understand and be able to use a variety of communication methods, including maximising use of social media as and when appropriate
- To actively deliver co production exercises that improve the design of services
- To have good knowledge of GDPR compliance and ensure effective processes are in place
- To support the Adults and Health Engagement and Partnerships Manager in all aspects of the work, in a positive and committed way, with an open approach to learning.
- To recognise the impact that a positive approach in this role will have on building a commitment to engagement and co-production, and behaving in a commensurate way
- To be able to conduct exercises, or assure our systems are adequate, to enable the gathering of information from people in the community, so that we can respond to their needs, ensure equity of access, and listen to their concerns.

Job Context

1. The post holder reports to the Adults and Health Engagement and Partnerships Manager
2. The post holder has no line management responsibility
3. The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and in order to ensure appropriate representation of the Council with residents, the Mayor and elected members, and external bodies.

Key Tasks and Accountabilities:

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all the tasks and activities that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

PO3

1. To conduct, or work with others in communicating in various ways, with the public and other relevant stakeholders
2. To promote, support and implement co production, working with internal services and departments to maximise the effectiveness of the approach and its use
3. To gather information in a variety of ways, such as videos, to inform the authority on customer views
4. To be aware of events and awareness days for relevant groups and to create appropriate responses
5. To work with corporate communications as guided.
6. To support implementation of campaigns, including the use of social media, for maximum impact
7. To support in communicating with members, as guided
8. Work with other parts of the Council when necessary
9. To collect and collate data, and build information on effectiveness of different methods of engagement.
10. To support with response to Freedom of Information Requests, looking to understand what the requests are suggesting in terms of gaps in provision

11. To ensure the Information, Advice and Guidance (IAG) webpages are maintained for relevance of information and are developed based on feedback, change in services and to meet the accessibility needs of our residents.
12. To support with staff and resident roadshows and staff engagement events as required, including the coordination of activities, booking venues and coordinating materials and resources to support the events.
13. To maintain social media presence by coordinating the posting and promoting of regular events and activities available in the community and any special announcements or events to mark occasions.
14. To maintain the IAG platforms such as AskSara and Joy by ensuring process to regularly review and refresh content as new service come on board.
15. To develop promotional material for events and manage their dissemination.
16. Administrating internal resident communications such as the bi weekly newsletter, virtual directorate sharing meetings and other internal comms as required.
17. To support with mapping communications teams/ methods across the authority to ensure they are effective and that we are compliant with GDPR obligations and action any requirements to meet those obligations
18. To be fully informed and respond as guided to the CQC inspection process

PO4 - all of the above (PO3) and including:

1. To review analytics to support the development of online IAG platforms such as the IAG webpages, Joy and Ask Sara focusing on usage and resident feedback
2. To support the design of events including where relevant the requirements to facilitate co-production sessions with all stakeholders
3. Development of residents and staff engagement material for the purpose of creating meaningful outcome focused co-production
4. Stakeholder co-production
5. Support the review and development of all printed media and online resident facing material to ensure that it is available in accessible formats (Easy Read, BSL, written in resident facing plain English)

PO5 - all of the above (PO3 and PO4) and including:

1. To draft press releases as and when required for approval by senior managers

2. To take the lead on coordinating all communications across the directorate in partnership with Public Health and corporate communications colleagues where relevant
3. Creating an Interactive digital space for resident engagement
4. Lead on events detailed on the Internal Communication Calendar

Administration, Finance and Performance

1. To uphold all of the Council's policies and procedures.
2. To apply the corporate customer complaints procedure where applicable and to be proactive in dealing with customer complaints in order to resolve the issue wherever possible, in a timely and professional manner.
3. To develop and maintain effective communications, liaison and working relationships with internal stakeholders and across the management team, and with other relevant organisations.
4. To deliver financial and statistical data on a regular basis as required.
5. To monitor budgets related to the provision of the direct service delivery, and to contribute to regular budgetary discussions with the Management Team, and similar processes within wider parts of the Service.
6. To operate within the Council's agreed Scheme of Delegation and in accordance with the Council's Code of Practice for Procurement.
7. To ensure that all aspects of training, service delivery and staff management are fully in line with Council policies procedures and legislation, particularly in relation to equalities and diversity.
8. To ensure that all appropriate standards, procedures and quality management systems are operated by all staff, and to identify and promote innovative methods for improving service quality.
9. To operate, and take action to improve, technology applications and other systems to provide information, advice and support for customers.
10. To operate within agreed planning and performance review systems to ensure a professional service which is relevant, high quality, protects customer confidentiality and provides value for money.
11. To understand what matters to customers, and to ensure appropriate levels of understanding throughout the staff delivering services
12. Demonstrates alignment with the Council's vision, aims and values

Health & Safety & Council Policy

1. To comply with the Council's policies on Health & Safety
2. To uphold and ensure compliance with the Council's policies and procedures across the service, including customer complaints and Information Governance (including the Data Protection Act, the Freedom of Information Act, Caldicott and related security and confidentiality policies and procedures) and to meet the Council's statutory responsibilities.
3. To carry out appropriate duties, as required, at any office location within the borough
4. To carry out any other duties in line with the purpose and grade of the job
5. To carry out other duties within the competence of the post holder as may be reasonably required from time to time

Personal Specification



Job Title: Engagement, Co-Production and Accessibility Officer	Service Area: Transformation Adults and Health	
Directorate: Improvement, Change and Control	Post Number:	Evaluation Number: 6833/a/b
Grade: PO3 – PO5	Date last updated:	

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.

CRITERIA	METHOD OF ASSESSMENT
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.	
KNOWLEDGE: PO3 / PO4 / PO5: PO3 Candidates should have been trained in the PRINCE2 project management methodology to Practitioner level or	Application form/ Interview

similar qualification or have experience of project management with a willingness to gain formal qualifications.	
Understanding of all levels of engagement	Application form/ interview
Co- production theory and practice	Application form/ interview
Different methods of communication and how to implement them	Application form/ interview
The wider approach to communications in local authorities	Application form/ interview
How to contribute to campaigns	Application form/ interview
How to collect data in relation to the effectiveness of communication	Application form/ interview
GDPR provisions	Application form/ interview
CQC assessment process and provisions	Application form/ interview
Understanding of how to manage risks and issues faced in conducting any project or initiative	Application form/ interview
Good knowledge of MS: Word, PowerPoint, Excel and Visio	Application form/ interview
Understanding of different social media platforms and their target audience	Application form/ interview
Have knowledge of behavioural insight and marketing techniques	Application form/ interview
Events management	Application form/ interview
PO4 (all above and including):	
Understanding of all levels of engagement and how to implement relevant exercises to gain maximum input from attendees and deliver tangible products	Application form/ interview
Benefit identification and realisation in relation to project management.	Application form/ interview
Risk management in relation to project management.	Application form/ interview
Stakeholder analysis, interpretation and how to respond to findings	Application form/ interview
In what circumstance a particular method of engagement or communication will work best	Application form/ interview

<p>To identify the processes or systems that should be in place to meet expectations around engagement within the CQC inspection process</p> <p>PO5 (all above and including):</p> <p>How to manage stakeholders at senior levels of internal and external organisations</p> <p>How to communicate across all channels and methods and to get consistently high value from those interactions</p> <p>An understanding of team working theories and practices.</p> <p>How to conduct an end to end co-production exercise</p> <p>Understanding of root cause analysis of problems and how to respond to findings, in relation to engagement, co-production and accessibility</p>	<p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p>
<p>EXPERIENCE:</p> <p>PO3</p> <p>Working positively with a range of stakeholders</p> <p>Communication through different methods</p> <p>Having worked on an event with a particular purpose</p> <p>Worked with communication teams, either as a team member or from other teams</p> <p>Communicating and engaging with a group with a particular purpose</p> <p>Gathering and understanding data</p> <p>GDPR training</p> <p>Working positively as part of a team</p> <p>Worked on or leading a project with defined goals</p> <p>PO4 (all above and including):</p> <p>Worked effectively with stakeholders at senior levels of</p>	<p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p>

<p>an organisation</p> <p>Been involved in co-production exercises</p> <p>Delivering a change or improvement as a result of a communication or engagement exercise</p> <p>Worked as part of an engagement, communication or accessibility team</p> <p>Communicated or engaged with groups through a range of different methods to get results</p> <p>Responding to GDPR requirements</p> <p>Led on a project with defined goals</p> <p>Using data to shape initiatives or services</p> <p>PO5 (all above and including):</p> <p>Conducted stakeholder analysis and acted appropriately from results</p> <p>Significant involvement and/ or leading of a co-production exercise</p> <p>Led a campaign</p> <p>Initiated a response to an external group that has resulted in change or improvement as a result of an engagement, communication or co-production exercise</p> <p>Improved accessibility to services as a result of co-production, communication or accessibility exercise</p> <p>Worked as part of an engagement, communication or accessibility team and explicitly contributed to improvement in culture and team dynamics</p>	<p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p>
<p>SKILLS AND ABILITIES:</p> <p>PO3</p> <p>To work effectively and collaboratively with diverse people and groups</p> <p>High quality of written, oral, verbal and listening communication</p>	<p>Application form/ interview</p> <p>Application form/ interview</p>

To work as part of a team	Application form/ interview
Understanding other people or groups perspectives	Application form/ interview
Understanding data	Application form/ interview
To interpret and understand complex information or guidance, including GDPR	Application form/ interview
To be able to manage a project or initiative	Application form/ interview
PO4 (all above and including):	
To work effectively with stakeholders at senior levels of an organisation	Application form/ interview
To understand and implement co production processes	Application form/ interview
Converting a lesson learned from engagement or co production into positive change in process or procedure	Application form/ interview
To understand the purpose of communication, engagement or accessibility teams	Application form/ interview
To be equally adept whatever communication channel is being used	Application form/ interview
Leading projects with defined methodology	Application form/ interview
How to use and interpret data to shape initiatives or services	Application form/ interview
PO5 (all above and including):	
How to conduct a stakeholder analysis and devise a communication plan or approach from the results	Application form/ interview
How to contribute constructively and significantly to, or lead, a co-production exercise	Application form/ interview
How to construct a campaign	Application form/ interview
How to convert learning from engagement or co production into real change in an organisation	Application form/ interview
How to convert learning from engagement or co production into improvements in accessibility	Application form/ interview
How to improve cultures and dynamics across complex stakeholders	Application form/ interview

<p>PERSONAL STYLE AND BEHAVIOUR:</p> <p>Demonstrates a strong commitment to public services</p> <p>Demonstrates strong commitment to equal opportunities</p> <p>Shows a high degree of awareness towards the needs of customers</p> <p>Demonstrates a disciplined approach to the achievement of personal targets</p> <p>Demonstrates a flexible approach, responsive to the needs of the business.</p> <p>Demonstrates a collaborative approach to working and able to work with a wide range of people with varying knowledge and abilities</p>	<p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p> <p>Application form/ interview</p>
<p>OTHER SPECIAL REQUIREMENTS:</p> <p>Willingness and ability to work occasional evenings and weekends to maintain service delivery.</p> <p>Some of the duties undertaken by this post [may/will] require the post holder to have a full current driving licence, and be willing to drive a Council vehicle after completing a Council driving test.</p> <p>This post is subject to a [standard/enhanced] CRB check.</p> <p>This post is exempt from The Rehabilitation of Offenders Act (1974).</p>	