

ROLE PROFILE

Job Title:	Consultation and Engagement Advisor	Job Code:	PSC/C13
Department:	Policy, Strategy and Communications	Version:	1.3
Reports To:	Lead Consultation and Engagement Officer	Date Created:	September 2020
		Grade:	I

Is this a politically restricted Post?	Yes/ No <i>(*if yes, see our policy on what this means)</i>
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ORGANISATIONAL CONTEXT

Our Vision as an organisation is:

To be a globally recognised economy where good growth delivers high levels of prosperity, jobs and quality of life for everyone.

To achieve this we will:

Secure the means to deliver projects and services needed for growth in the Leeds City Region (LCR), be its voice nationally and internationally, and build the partnerships to ensure the best economic outcomes.

Our department contributes to this by:

Communicating a consistent and coherent message to the public, businesses and government.



Job Overview:

- Plan, manage, deliver and evaluate integrated consultation and engagement projects, enabling a wide range of audiences to shape and influence policies, projects and services delivered by the West Yorkshire Combined Authority, local enterprise partnership (LEP) and local authority partners. Use and develop innovative on- and off-line channels to maximise the reach of consultation and engagement projects and encourage participation among seldom-heard groups.
- Promote consultation and engagement best practice throughout the Combined Authority by providing appropriate advice and support and ensuring compliance with the organisation's corporate consultation and engagement standards. Play a key role in meeting ambitious annual income targets through the delivery of consultation and engagement projects on behalf of partners.
- Use advanced research techniques to collect, analyse and present consultation and engagement findings and advise senior managers, elected members and board members on how best to maximise strategic consultation and engagement opportunities to achieve the organisation's objectives, and fulfil legal obligations.

- © Take a pro-active approach to participating and delivering your directorate's objectives.
- © Demonstrate commitment to corporate processes and ensure that these are delivered at all times.
- © Be a visible and enthusiastic team member, encouraging partnership working across the organisation.
- © Take a positive approach to self-development.

CRITICAL SUCCESS FACTORS

*We break each job down to explain the critical areas for success, ranked by importance.
These indicate the end result or outputs for which the role holder is responsible.*

People Contacts:

- Manage effective relationships with a wide network of stakeholders, including senior managers within the Combined Authority and partner councils, fellow consultation and engagement professionals, external suppliers, community groups and other networks to achieve consultation and engagement objectives.
- Coordinate virtual project teams from across the organisation and externally, demonstrating effective project management skills to ensure that roles and responsibilities are clear and objectives are met to deadline.
- Target communications appropriately to different audiences, taking into account their accessibility needs, motivations and level of understanding to encourage and remove barriers to participation in consultation and engagement activities. Keep accurate and complete records of activities and communication consistent with legislation, policies and procedures.

- © Support partnership working across the organisation and externally.
- © Work together with your team to ensure targets are achieved.
- © Be an advocate of our strong performance management culture, taking responsibility for delivering results.
- © Contribute to a positive working environment for your team, with a solid ethic of working towards achievement of our vision.
- © Take a proactive approach to internal processes, contributing during meetings and interviews.
- © Utilise effective communication channels when working with others.

Technical Duties:

- Devise and deliver consultation and engagement projects using a range of different channels, tools and research methods including stakeholder mapping, event organisation, digital engagement, focus groups, questionnaires and reports.
- Play a key role in meeting ambitious annual income targets for the consultation and engagement service by negotiating scope and costs with internal and external partners, demonstrating excellent client relationship management skills and ensuring that projects deliver the required results as well as value for money.
- Ensure that all consultation and engagement activity undertaken by the Combined Authority, LEP and partners adheres to the organisation's corporate consultation and engagement standards, relevant legislation (including the law of consultation, public sector equality duty and GDPR) and best practice. Advise senior managers internally and externally
- Use excellent knowledge of qualitative and quantitative data collection research techniques and methodologies to design effective surveys, questionnaires, focus groups, workshops, structured interviews etc. to generate intelligence
- Use data analysis skills and software to interpret feedback, identify patterns and produce clear, compelling reports to inform senior-level decision making.
- Demonstrate good knowledge of communications and marketing techniques to develop clear, effective messages about consultation and engagement projects and to promote consultation and engagement opportunities to the public, making full use of all channels, especially social media and digital channels.

- Manage consultation and engagement project budgets with a commercial value of up to £50,000, ensuring value for money is received and return on investment delivered.
- Develop and maintain a Combined Authority digital engagement platform, creating new ways for residents, partners, businesses and other audiences to engage with the organisation, the LEP and partners. Produce and edit content on consultation and engagement projects for the Combined Authority's website using a content management system (CMS), as well as its social media channels.
- Produce high-quality, accessible consultation and engagement materials suitable for a range of different audiences and channels, including website copy, newsletters, leaflets, display boards, blogs, press releases, maps and stakeholder briefing notes. Tasks include copywriting, proofreading and providing creative direction within brand and best practice consultation and engagement guidelines.
- Commission, brief and manage external suppliers including, but not limited to, volunteers, consultants, consultation and engagement agencies, communications and creative agencies.
- Generate, collate and present intelligence on the performance of consultation and engagement activity and evaluate activity to ensure outcomes are achieved, return on investment is delivered, positive impact is created and legal obligations are met or exceeded. Use evaluation insights to shape and develop future activity and to make recommendations to senior managers, elected members and board members.
- Keep abreast of new developments, trends and technologies in consultation, engagement, communications and marketing and make recommendations to the Head of Communications and project leads on how the organisation could use them to meet business objectives.

- © Typically works on horizons of up to one year, in line with the objectives set in the business plan.
- © To uphold procedures in place to achieve your strategic objectives, suggesting amendments to processes as required.
- © Ensuring compliance with the Combined Authority's health and safety policy.

Impact & Influence:

- Develop strong relationships and networks with stakeholder groups to ensure that the Combined Authority is proactively and consistently asked to advise on consultation and engagement matters.
- Produce evidence-based, clear and compelling reports on the need for and the results of consultation and engagement to senior internal and external stakeholders (including elected members and private sector board members).
- Demonstrate keen awareness of the political environment in which the Combined Authority operates and developments pertinent to its work.
- Provide advice regarding consultation and engagement procedures, risks and effective use of tactics and channels to internal and external clients

- © Represent the interests of your team within the context of the wider aims of the Combined Authority both internally and externally.
- © Fosters good working relations across the organisation, building effective team relationships.

The above lists of accountabilities are not exhaustive. The role holder will be required to undertake such tasks as may reasonably be expected commensurate with the scope and grading of the role.

THE PERSON

To be fully successful in the role, we believe the following knowledge, skills and experience are required. When recruiting, we are looking for the best candidate match to this, however we know that there are some elements that can be trained and this will be taken into account during the recruitment process.

Knowledge:

- © Educated to degree level in a research-based subject or with equivalent relevant experience
- © Practical experience of successfully performing in a similar role
- © Consultation Institute-qualified or working towards

- Good understanding and experience of qualitative and quantitative research and analysis techniques and methodologies that can be used in consultation and engagement
- Good knowledge and experience of the legal and political implications of consultation and engagement including equality impact and information governance
- Good knowledge of the Leeds City Region geography, governance structures, partnership organisations
- Experience of using industry systems including Customer Relationship Management (CRM) databases, website content management systems, survey software, analysis and engagement tools.

People:

- © Experience of effectively contributing to team objectives.
- © Experience of successfully identifying appropriate communication channels to deliver information.
- © Experience of effectively contributing to organisational vision.

- Experience of successfully identifying appropriate communication channels to reach audiences, delivering information and creating feedback, dialogue and engagement.
- Experience of effectively contributing to organisational vision.
- Experience of working as part of a multidisciplinary project team, working on a number of projects at any one time
- Experience of managing and communicating effectively with the public and the ability to professionally create constructive dialogue and engagement with a range of audiences.
- Builds effective partnerships within and outside the organisation

Technical:

- © Strong communication skills.

- Significant research and analysis skills, with experience of using survey software packages and qualitative and quantitative analysis tools and methodologies.
- Significant experience of developing, managing and evaluating integrated consultation and engagement projects, using a range of tools to evaluate the effectiveness of activities and make recommendations to colleagues and stakeholders. Demonstrable understanding of a broad range of on- and off-line communications channels, and how to apply these to maximise the reach of consultation and engagement activities among target audiences
- Strong project management skills
- Significant experience of writing, editing and proofreading high quality copy for multiple target audiences, in particular communicating complex information in an accessible way

Impact & Influence:

- Demonstrable experience of building excellent working relationships with public and private sector partners and with a wide range of audiences, including members of the public.
- Keen political sensitivity with the ability to exercise sound judgement in working with politicians from all political backgrounds in addition to private sector stakeholders

- Experience of negotiating costs and managing and monitoring consultation and engagement project budgets
- Experience of providing consultation and engagement advice on a breadth of topics to both internal and external stakeholders.

OUR VALUE & BEHAVIOURS

Championing Our Region | Working Intelligently | Easy to Do Business With | Positive About Change | Working Together

These are our values. We shaped them together and we're proud of them.

We also created a set of behaviours for each of our values. Our behaviours provide us with a way of working and they are our minimum expectations of everyone here.