

Northumberland County Council
JOB DESCRIPTION

Post Title: Borderlands Engagement and Communications Officer		Service: Economy & Regeneration Borderlands		Office Use
Grade: Band 9		Workplace: TBC		JE ref: 4124
Responsible to: Partnerships and Programmes Manager		Date: January 2022	Manager Lever:	
Job Purpose: To develop and facilitate the approach to engagement and communications for the Borderlands Partnership. This will include proactively engaging the varied national, regional and local stakeholders for the Borderlands Inclusive Growth Deal (£452m) and wider partnership activities. The role will develop and deliver an approach which includes the public, private and voluntary and community sectors and will develop communications materials in liaison with Communications officers from the five partner authorities, UK Government and Scottish Government. The role will be a central part of delivering the Communications protocol for the Deal and the working group with members from across the partner authorities and two governments.				
Resources	Staff	The role will be responsible for organising and overseeing the workload and activities by other team members to prepare documents and collateral and arrange events. The role will manage external contractors based across multiple sites and direct the work of other partners as appropriate to deliver key tasks, prepare documentation and hold events.		
	Finance	Will have responsibility for handling payments, raising orders or processing invoices in a particular area of work. Will oversee a Communications and Engagement budget within the team, currently c. £50,000 and deliver engagement events.		
	Physical	Maintain and operate key corporate policy systems		
	Clients	Work constructively with a wide variety of team members from within the Partnership team, partner authorities and external clients (communities, businesses, project sponsors and UK Government and Scottish Government). The role will take a lead in engaging with key regional stakeholders such as the South of Scotland Enterprise, North East LEP and Cumbria LEP.		
Duties and key result areas: <ul style="list-style-type: none">• To provide a first point of contact for communications and engagement activities including for partner authorities, UK Government and Scottish Government.• To prepare and deliver an engagement strategy for the Partnership to ensure the wide range of stakeholders are informed about and aware of the successes of, the Borderlands Partnership.• To provide effective support for the development of the Borderlands Programme, contributing to the objectives and the development and delivery of the programme.• To support the development and implementation of the Borderlands Partnership's communications plan, to effectively communicate the partnership's vision, mission, objectives, and approach and deliver the communications relating to the Borderland Deal.• To be responsible for facilitating and leading the Communications working group bringing together officers from across the Partner authorities, the UK Government and Scottish Government.• To be responsible for facilitating (and on occasion developing and implementing) a wide variety of community/stakeholder engagement programmes which effectively contribute to the delivery of the Borderlands programme.• To prepare for and deliver professional visits and activity to the Borderlands area including for Government Ministers and other high-profile visitors.• To manage effective consultation and engagement processes working with partner authorities to promote the Borderlands Inclusive Growth Deal and work of the Borderlands Partnership with local communities. This will include coordinating and attending events and meetings, delivering presentations, and using a range of promotional tools, including social media to raise the profile of the work.• To actively seek, record and act upon stakeholder feedback to inform the development of the programme.• To proactively engage and work with communities, project sponsors and key community and business leaders to engage with the Deal and build broad support. This will include engaging senior business people through the Borderlands Economic Forum.• To support regular communication, liaison and engagement with communities, businesses and regional and national bodies to foster and support effective and constructive working relationships including with non-departmental government bodies and wider government departments.• To develop effective and constructive relationships with external partners (communities, businesses, landowners, farmers, public sector organisations and VCS/NGO				

organisations) and colleagues across the partner councils in order to promote and secure effective partnership arrangements for the delivery of the programme.

- To be accountable for expenditure against allocated budgets, ensure effective spend against established targets and compliance with financial regulations.
- To represent and actively promote the interests of the Borderlands Partnership at local, regional and national meetings.
- To interpret, explain and enforce statutory regulations, ensuring appropriate procedures are followed, that parties have a proper understanding of their position and attempting to reach legitimate, mutually agreeable solutions, through negotiation.

The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Work Arrangements

Physical requirements:	Sedentary office work with occasional need to stand, walk and lift.
Transport requirements:	Will involve frequent travel to meetings, sites, projects and other locations throughout the county and beyond.
Working patterns:	Flexible working arrangements with the need to work outside of normal work hours as required and attendance at evening meetings.
Working conditions:	Mainly indoors but with exposure to working outdoors including visits to potential planting sites, current forests and woodland, rural businesses, farms etc...

Northumberland County Council PERSON SPECIFICATION

Post Title: Borderlands Engagement and Communications Officer	Director/Service/Sector: Economy & Regeneration	Ref: 4124
Essential	Desirable	Assess by
Qualifications and Knowledge		
Degree level or equivalent standard of general education. Relevant professional qualification or willingness to complete a relevant qualification. Understanding of the diverse functions of a large complex public sector organisation and the relevant professional issues. Thorough understanding of relevant legislation, regulations, policy, best practice and procedures. Commercially aware and understands the relationship between costs, quality, customer care and corporate performance assessment. Evidence of continued professional development. Current knowledge of central government policy and legislation in relation to community engagement. Up to date working knowledge of community engagement and facilitation and enabling tools and techniques.	Knowledge of sustainable and inclusive growth issues.	
Experience		
Recent, relevant and practical experience of working in a communications and engagement role. Experience of developing and implementing communications and stakeholder engagement plans. Experience of communicating and working with a wide range of stakeholders such as landowners, farmers, businesses, public bodies, NGOs and communities. Experience of working with national government bodies and politicians Experience of developing online content for web and social media channels	Understanding of the importance of online presence and ways to promote visits to our website and social media channels.	

<p>A breadth of work experience in selecting and applying the full range of professional methods, tools and techniques in a wide range of work situations.</p> <p>Experience in engaging effectively with others and building productive partnerships.</p> <p>Experience of comprehensive and complex multi layered partnership working.</p> <p>Relevant experience in designing and drafting policies, procedures, engagement material and other technical documents.</p> <p>Experience in managing projects to successfully achieve set objectives.</p>		
Skills and competencies		
<p>Strong organisational skills, being able to manage multiple priorities, with the ability to react quickly and handle a diverse and complex portfolio of projects.</p> <p>Excellent communication skills, producing written, verbal, and other media to best professional standards.</p> <p>Effectively expresses views using appropriate means depending upon the audience.</p> <p>Effective IT skills and able to effectively use ICT to achieve work objectives.</p> <p>Persistence in applying varied yet methodical approaches to problem solving.</p> <p>Negotiation skills and able to persuade others to an alternative point of view.</p> <p>Ability to act an effective advocate for the Directorate both within and externally.</p> <p>Maintains a professional demeanour in stressful and difficult situations.</p> <p>Works with minimal supervision</p>	<p>Advanced skills in Microsoft Office.</p> <p>Experience of facilitating and leading group/public meetings.</p>	
Physical, mental, emotional and environmental demands		
<p>Normally works from a seated position with some need to walk, bend or carry items.</p> <p>Setting up ICT equipment and display material in a variety of locations and conditions</p> <p>Need to maintain general awareness with lengthy periods of concentrated mental attention.</p> <p>Weekly contact with Elected Members, senior Governmental and partnership officers, partnership organisations and landowners and communities to liaise with and resolving conflicts.</p> <p>Some exposure to working outdoors, travel across a large, rural geography.</p> <p>Exposure to senior officer, politicians and senior business people.</p>		
Motivation		
<p>A strong corporate orientation and a commitment to tackling issues in a non-departmental manner.</p> <p>Dependable, reliable and keeps good time.</p> <p>Models and encourages high standards of honesty, integrity, openness, and respect for others.</p> <p>Helps managers create a positive work culture in which diverse, individual contributions and perspectives are valued.</p> <p>Proactive and achievement orientated</p> <p>Works without direct supervision and often in remote locations.</p>		
Other		
<p>Able to meet the transport requirements of the post</p>		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits