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| **Job Description** |
| **Job Title:** | Senior Engagement Officer  |
| **Grade:** | 8 | **Post No:** | OPDC-003116 |
| **Directorate:** | Chief Executive’s Office |
| **Job Purpose** |
| To lead and manage an engagement work programme comprising of engagement activities, meetings, events and consultations, to establish, build and maintain relationships with local residents, businesses, community and stakeholder groups including local politicians and partners including developers in Old Oak and Park Royal in west London, to help drive forward regeneration and co-create new opportunities for local people in the area. To use intelligence reported by the OPDC Engagement Officer to understand aspirations and concerns of local communities to support the communication of key OPDC activities and the shaping of policies and programmes including the ongoing development of the engagement work programme.  |
|  **Principal accountabilities** |
| 1. Develop and deliver a programme of engagement activities, meetings, events and workshops, in accordance with the Statement of Community Involvement (SCI) and Community Charter, to support the communication of key OPDC activities, statutory consultation processes and shaping of programmes and policies with a range of stakeholder groups including local residents, businesses, communities groups, London boroughs and wider strategic OPDC stakeholders.
2. Establish, build and maintain positive relationships with all stakeholder groups and work locally in Old Oak and Park Royal for approximately 2 days a week, as and when required, including some evening and occasionally weekend engagements.
3. Promote and raise profile of OPDC, its vision, objectives and boost understanding of how residents, communities, businesses and stakeholders can work with the corporation to influence policies and the Local Plan.
4. Take lead responsibility for designing, managing and delivering a variety of engagement activities and materials for all audiences, including hard-to-reach groups, so that OPDC is accessible and facilitating a two-way dialogue to enable the public and stakeholders to have a voice to influence local priorities.
5. Take lead responsibility for designing, managing and delivering a robust public statutory consultation process for the OPDC Local Plan with local communities and their representative organisations, statutory consultees, and OPDC partners.
6. Lead process and work with Comms and GLA shared services to design and produce tools, adverts and content for statutory consultations and engagement activities including exhibitions, workshops, London.gov.uk and social media. Ensure materials are audience-centric, accessible and tailored appropriately.
7. Attend key meetings, events and all consultations, analyse public responses, and produce written reports with clear summaries and robust recommendations.
8. Use intelligence and insights to contribute to the ongoing development of the Local Plan, OPDC policies and other work programmes, including communication and engagement, regeneration, planning and operations.
9. Use allocated resources to arrange, coordinate and record meetings and events with a range of stakeholders and ensure proper procedures are followed.
10. Ensure clear and appropriate communication and sharing of intelligence and data between external and internal teams, organisations and networks to create opportunities and monitor projects and programmes so appropriate adjustments can be made to keep projects and programmes on track.
11. Oversee and contribute to the updating of the contacts management system, data mining and production of accurate data sets to support consultations, engagement programmes and research, etc.
12. Provide briefings and reports to the Senior Management Team, the Chief Executive Officer and senior managers of the Authority, on issues pertaining to community engagement and public consultation on the Local Plan and other events such as Mayoral Question Time. In addition, help to shape corporate documentations such as OPDC Q&A’s and ‘lines to take’.
13. Manage resources allocated to the job in accordance with the Authority’s policies and Code of Ethics and Standards and realise the benefits of London’s diversity by promoting the diverse needs and aspirations of London’s communities.
14. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in other public liaison functions in a multi-disciplinary, cross-department and cross-organisational groups and project teams.
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| **Key contacts:** |
| **Accountable to:** | Head of Communications and Engagement |
| **Accountable for:** | Engagement Officer and resources allocated to the job |
| **Technical Requirements** |
| * + Experience at devising and implementing creative engagement techniques for regeneration/planning/urban design/architecture based projects and programmes;
	+ Understanding of key policy issues in respect of the OPDC’s communities (residents, businesses and community groups) and strategic partners and stakeholders;
	+ Knowledge and understanding of public consultation and engagement, its principles and practices, and the statutory requirements relating to planning
	+ Experience leading engagement and public consultation programmes and undertaking exercises, using a range of channels and methods to engage with a variety of audiences, to inform programmes, policies and creation of opportunities;
	+ Good graphic, written and oral communications skills;
	+ Knowledge of the OPDC’s Equalities duty as it applies to public consultation and engagement.
	+ Proficient in the use of IT packages including Microsoft Outlook, Word, Excel, Power Point, Project and Adobe Creative Suite.
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| **Behavioural Competencies** |
| **BUILDING AND MANAGING RELATIONSHIPS**… is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goals. Level 2 indicators of effective performance* Develops new professional relationships
* Understands the needs of others, the constraints they face and the levers to their engagement
* Understands differences, anticipates areas of conflict and takes action
* Fosters an environment where others feel respected
* Identifies opportunities for joint working to minimise duplication and deliver shared goals

**COMMUNICATING AND INFLUENCING**… is presenting information and arguments clearly and convincingly so that others see us as credible and articulate, and engage with us.Level 2 indicators of effective performance* Communicates openly and inclusively with internal and external stakeholders
* Clearly articulates the key points of an argument, both in verbal and written communication
* Persuades others, using evidence based knowledge, modifying approach to deliver message effectively
* Challenges the views of others in an open and constructive way
* Presents a credible and positive image both internally and externally

**Stakeholder Focus**….is consulting with, listening to and understanding the needs of those our work impacts and using this knowledge to shape what we do and mange others’ expectationsLevel 2 indicators of effective performanceSeeks to understand requirements, gathering extra information when needs are not clear * Presents the OPDC positively by interacting effectively with stakeholders
* Delivers a timely and accurate service
* Understands the differing needs of stakeholders and adapts own service accordingly
* Seeks and uses feedback from a variety of sources to improve the OPDC’s service to Londoners

**STRATEGIC THINKING**…is using an understanding of the bigger picture to uncover potential challenges and opportunities for the long term and turning these into a compelling vision for action.Level 2 indicators of effective performance* Works with a view to the future, prioritising own and others’ work in line with OPDC objectives
* Briefs and prepares team to accomplish goals and objectives
* Communicates the OPDC’s strategic priorities in a compelling and convincing manner, encouraging buy-in
* Balances own team’s needs with wider organisational needs
* Identifies synergies between team priorities and other relevant agendas

**RESEARCH AND ANALYSIS**… is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits.Level 2 indicators of effective performance* Proactively seeks new information sources to progress research agendas and address gaps in knowledge
* Grasps limitations of or assumptions behind date sources, disregarding those that lack quality
* Analyses and integrates qualitative and quantitative data to find new insights
* Identifies relevant and practical research questions for the future
* Translates research outcomes into concise, meaningful reports

**RESPONDING TO PRESSURE AND CHANGE**….is being flexible and adapting positively, to sustain performance when the situation changes, workload increases, tensions rise or priorities shiftLevel 2 indicators of effective performance* Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure
* Anticipates and adapts flexibly to changing requirements
* Uses challenges as an opportunity to learn and improve
* Participates fully and encourages other to engage in change initiatives
* Manages team’s well-being, support them to cope with pressure and change

**Working Patterns**Due to the nature of this posts, the role will entail attendance at out of hours meetings, including evening and weekends.  |