

<b>Job Family</b>	<b>Customer and Community Engagement</b>
<b>Pay Range</b>	<b>70 - Officer</b>
<b>Reference</b>	<b>CCE070</b>
<b>Purpose</b>	
To develop and deliver services that enable stakeholders and customers to engage with and make informed use of the service(s) and/or facility(ies) and /or where appropriate, to instigate behavioural change in our customers and stakeholders.	
<b>Service to Customers</b>	
<i>Accountability</i>	<i>End Result</i>
Deliver a specialist service, which engages customers /stakeholders and enables them to make effective use of the service. Develop the service, using customer / stakeholder consultations to inform requirements.	The service is delivered to the quality, organisational and professional standards required.
	Customer / stakeholder views are available to inform service development.
	Customer / stakeholder expectations are managed in relation to what can be delivered.
Research, manage and evaluate information /feedback. Identify and interpret issues, trends and problems which may impact on the service area. Develop and submit reports and recommendations on key issues.	The service meets organisational requirements and reflects customer / stakeholder requirements / needs, within organisational constraints.
	Information is effectively researched and trends relevant to service area are identified.
	External developments are evaluated and applied to the service as appropriate.
	Accurate, complete and relevant information / records are provided for internal and/or external use.
	Reports / recommendations are produced, presented and effectively shared / discussed with colleagues, customers and stakeholders
Provide expert advice and guidance to colleagues, customers and stakeholders. Manage escalated or complex customer issues within the specialist area.	Conclusions and recommendations are factually based and enable senior management decisions to be made.
	Expert advice, information and support are provided on the full range of issues within the field of expertise.
	Queries / complaints are effectively managed.
	Procedures are adhered to and all required records are kept.
	Appropriate action is taken to resolve the issue.
Assess and mitigate any risks associated with service operations. Ensure stakeholders are aware of and comply with relevant regulations and codes or practice.	Customers /stakeholders are satisfied.
	Risks are identified and minimised
	Health and Safety and other compliances are assured.
	Security of information / assets is maintained.
	Stakeholders understand their obligations.
Identify the requirements for communication / promotional / engagement events and activities to support the area of responsibility. Ensure agreed proposals are planned, designed and commissioned /implemented.	Business continuity plans are informed.
	Risk management assessments take place as required.
	Requirements are effectively identified.
	Communication / promotional / engagement events and activities are planned and budgeted.
	Initiatives achieve desired results.

Develop specialist documents / materials / activities to support / promote the service area.	All materials / activities are delivered to the required standards and timescales.
	Communications are clear, well planned and effectively targeted.
<i>Job Specific Options</i>	
Maintain information systems which support the service area. Support the development of these systems.	Changes to systems are identified, recommended and implemented.
	Systems meet service requirements.
Carry out all duties with an awareness and understanding of the Safeguarding requirements within the area of responsibility.	Work complies with all safeguarding policies and procedures that apply to the role.
	Behaviours and actions support the safeguarding of children, young people or vulnerable adults as appropriate.
<b>Business Improvement</b>	
Identify additional stakeholder / service requirements or service shortfalls and recommend solutions. Co-ordinate initiatives to improve customer / community focus, business processes and performance. Contribute to policy, service and strategy development and delivery.	Improvement opportunities and plans to achieve them are identified and recommended.
	Agreed improvements are developed, delivered and evaluated.
	Stakeholder requirements are met.
Manage projects within specialist field, or contribute to larger programmes.	Projects are delivered to agreed specification, timescales and budgets.
	All project documentation and reports are completed correctly.
<b>Colleagues, Self and Partners</b>	
Proactively develop professional knowledge, skills and behaviours.	Participate in the Delivering Successful Performance process.
	Maintain an evidence log for achievement against objectives, behaviours and learning activities.
	Take responsibility for identifying and pursuing own development needs.
Support others in their development.	Identify changes which may impact the service / profession and assess what learning and development will be required to stay current.
	Contribute to the development of others (e.g. through sharing knowledge, skills and experience, acting as a coach or mentor, or providing feedback).
Ensure training activities which support knowledge sharing both internally and externally, where appropriate, are planned / commissioned and delivered.	Training / workshops in specialist field are effectively developed and delivered
	Activities are effectively planned, prepared and evaluated.
Proactively build good working relationships, develop community links and communicate effectively with all stakeholders. Represent BCC internally and / or externally.	The reputation of the professional service is maintained or enhanced.
	Stakeholders are engaged and co-operation is secured.
	Best practice is shared.
Implement partnership arrangements and develop partnership working.	Working practices are integrated across partnerships to achieve improvements in service delivery.
	Partnership working between statutory and voluntary, community and independent sector is supported.
	Partnership working groups produce valid and timely outputs.
Provide support to a corporate emergency response in exceptional	Support is provided in response to a management request which is reasonable with regard to both the job and the job

circumstances.	holder's circumstances.
<i>Job Specific Options</i>	
Support work with partner organisations to increase customer / community awareness and empowerment.	Customer / community awareness and influence is increased.
	Information is disseminated to the relevant stakeholders.
Support work to increase customer / community capacity for delivering services themselves.	Service and skills gaps are identified.
	The development of interventions to address the gap is supported.
<b>Managing Resources</b>	
Monitor and report on service standards within specialist area as required. Identify issues for further review by manager.	Quality, performance and management information is provided accurately to the required timescales.
	Supplier / delivery partner performance are monitored.
	Value for money is achieved.
	Appropriate action is taken to address any issues or escalate as necessary
Contribute to service / business /communications plans within area of responsibility.	Plans are accurate and completed to the required timescales.
	Input is provided to wider service / communication planning, improvement and development activities.
Act in accordance with all policies and procedures which apply to the job and understand the reasons for this.	All policies and procedures are complied with.
	All work meets the required standards.
Carry out all duties and responsibilities with reasonable care for the health and safety of self and others and report any potential hazards or unsafe practices to line manager.	Work is carried out in a way that is safe and without risks to health.
<i>Job Specific Options</i>	
Co-ordinate the work of others, including where appropriate supporting and managing volunteers.	Work is allocated and scheduled appropriately.
	Induction, training and mentoring of others are supported effectively.
	Allocated work is carried out to deadlines and to the required standards
	Where applicable: Volunteers are effectively engaged with the service.
Contribute to budget planning. Monitor and report on service / project budgets within specialist area.	Input is reflected in budget.
	Budget is monitored effectively.
Ensure all financial transactions are authorised, processed and reconciled correctly.	Correct financial procedures are observed.
	Where applicable to the job: Revenues are delivered.
Co-ordinate the preparation and submission of bids for short and long term funding / income.	All documentation is completed correctly.
	Ideas for funding / income are generated.
	Funding / income are successfully obtained.
Co-ordinate the preparation of tenders and contracts.	Required services / goods are specified and obtained.
	Value for money is obtained.
	Procedures are followed and documents prepared accurately.
Liaise with contractors / suppliers to co-ordinate appropriate service	Appropriate levels of service delivered on time, to budget and specification requirements.

delivery.	
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<b>Values and Behaviours</b>
Committed to making a difference <ul style="list-style-type: none"><li>• We will do our best for people even when we are making difficult decisions</li><li>• We will deliver what we promise</li><li>• We will take pride in working with our communities</li><li>• We will make public money go as far as possible</li></ul>
Working together to find solutions <ul style="list-style-type: none"><li>• We will support each other to do our jobs well</li><li>• We will work as one council and with our partners</li><li>• We will celebrate our success and good news</li><li>• We will learn from our and others' experiences</li></ul>
Change starts with me <ul style="list-style-type: none"><li>• We will take responsibility for our work</li><li>• We will be open to change and other people's ideas</li><li>• We will look for ways to improve how we do things</li><li>• We will act with honesty and treat others with respect</li></ul>
<b>Behavioural Indicators: Professional Lead</b>

<b>Nature of Contacts</b>
Diverse internal (up to director / member level) and external contacts, to provide specialist support and guidance on complex issues relating to the area of expertise. Responding to escalated and complex enquiries. Coaching responsibility for colleagues and other stakeholders.
Communicate with others in the same field to keep up to date with developments and best practice. Communicate changes in policy and working practice to contacts.
Work in partnership with internal and external contacts to develop and maintain joint working and promote the Council position. Influence their decisions.
May involve designing and / or delivering training, workshops, presentations and / or roadshows to both internal and external stakeholders.
Handle challenging customer / stakeholder feedback, or escalated complaints which involve significant persuasion and influencing skills.
Deal with people at all levels confidently, sensitively and diplomatically.
<b>Procedural Context</b>
Understanding of service area's current and future priorities, specialist knowledge of own work area, relevant policies, procedures, regulations, codes of practice, required outputs and a good knowledge and understanding of other relevant Council areas.
Knowledge and experience to resolve complex issues, proactively anticipate problems and deliver solutions which enhance the quality and efficiency of the service. Contribute to policy, service and strategy development. Exercise judgement in assessing complex stakeholder requirements, potential risk to customers or others and quality assurance of the service. Provide support to customers, colleagues and other stakeholders through applying knowledge of systems, procedures and best practice.
Responsible for meeting performance standards within a policy framework and regulatory guidelines. Considerable discretion in taking action - within boundary of well defined policies.
Plan over a longer period co-ordinating and supporting others (internal or external delivery partners) to develop and deliver the service.
Accountable for proper use and security of information, resources, equipment and/or facilities within area of responsibility.

<b>Key Facts and Figures</b>
May have responsibility for financial transactions and/or equipment.
May have delegated responsibility for procurement and project budgets.
May have responsibility for stock/inventory and / or be a key holder.

<b>Knowledge, Skills and Experience</b>
Significant experience and success in a similar work environment, backed by evidence of appropriate level of expertise.
Thorough knowledge of service. Knowledge of wider sector / external influences.
Expert knowledge of the specialist work practices / professional guidelines / legislation and emerging developments within the service area.
Knowledge and experience of contributing to the development of services, policies procedures and practices.
Excellent customer service skills, with experience of resolving escalated customer enquires in the specialist service area.
Excellent interpersonal skills. Proven ability to negotiate and persuade and build and maintain effective working relationships at all levels. Proven ability to communicate with, engage and influence customers, partners and stakeholders, in complex situations.
Experience of effectively managing change.
Experience of supporting partnership working to deliver service improvements.
Good planning and organisational skills, with experience of working within general professional guidelines or organisational policy, to achieve service requirements.
Experience of contributing to service or business planning.
Proven initiative and judgement to identify and resolve problems
Good ICT skills - both standard Microsoft applications and specialist systems.
Proven ability to cope with conflicting and changing demands through good time management and the ability to work under pressure.
Experience of volunteer management where appropriate to the job.
<b>Indicative Qualifications</b>
Educated to degree standard or equivalent.
Relevant professional qualification.

The above profile is intended to describe the general nature and level of work performed by employees in this role. It is not intended to be a detailed list of all duties and responsibilities which may be required. This role profile will be supplemented and further defined by annual objectives, which will be developed in conjunction with the post holder. It will be subject to regular review and the Council reserves the right to amend or add to the accountabilities listed.