



**LONDON BOROUGH OF MERTON**  
**CORPORATE SERVICES DEPARTMENT**  
**JOB DESCRIPTION**

**Post Title: Engagement and Consultation Manager**

**Grade: ME15**

**Division/ Section: Customers, Policy and Improvement**

**Location: Civic Centre**

**Responsible to: Head of Customer Experience and Communications**

**Responsible for:** Consultation and Engagement Officer  
Deputising role for the Head of Customer Experience and Communications.

**Post number:**

**Date:** July 2019

**MAIN PURPOSE**

1. To champion and drive opportunities for neighbourhood governance and democratic participation, leading and developing innovative new approaches, including with digital and social media, and providing professional high quality advice and support to the Leader of the Council, Cabinet Members, Councillors, the Chief Executive, CMT and senior officers, as well as to community groups and to the Council's voluntary and public sector partners on all consultation and engagement issues.
2. To act as the Council's champion for consultation and community engagement with external voluntary and public sector partners and community groups, working with them in developing and coordinating borough-wide consultation and community engagement policies and programmes that support the Community Plan and the Council's vision and priorities.
3. To performance manage outsourced contracts and services, including acting as the Council's main point of contact and performance management of the Healthwatch contract, as part of the Strategic Partner Grants programme.

4. To deputise for the Head of Customer Experience and Communications and to play a key leadership role in the overall management of the communications and engagement team.

## **MAIN DUTIES AND RESPONSIBILITIES**

1. To manage, develop and implement the Council's consultation and community engagement strategy, developing innovative approaches and providing leadership, advice and support within the organisation, working with the Leader and Cabinet, Chief Executive and Corporate Management Team, and working externally with the Council's public sector partners and community and voluntary sector stakeholders.
2. To develop and maintain the Council's corporate consultation and engagement framework and apply best practice to ensure Merton's consultation and engagement activities are compliant with all legislation and statutory guidance.
3. To ensure consultation and community engagement objectives and priorities are fully integrated into the development of the organisation's corporate strategies, programmes and planning processes, using data and insight to participate and lead those processes to ensure good practice, including the use of digital community engagement, so that the Council meets its statutory requirements.
4. To produce an annual review of the Council's consultation and community engagement activities in collaboration with the Council's community and voluntary sector partners, including an evaluation of progress against the strategy and action plan, impact, and identifying opportunities for improvement.
5. To project manage and/or lead on major consultation and engagement activities as required, working with and advising the Leader and Chief Executive, Corporate Management Team and Cabinet Members.
6. To provide high quality leadership, advice and support to successfully deliver the Community Forum programme of meetings and work programme, working closely with the Leader, Cabinet Members, Councillors and senior officers, as well as working closely with community leaders and voluntary sector partners to ensure their involvement and participation in the programme.
7. To maximise attendance at Community Forum meetings, working closely with the Council's partners and the borough's community and voluntary sector to target, in particular, hard to reach groups including through the use of new opportunities for digital engagement.
8. To ensure that the Council's Community Forum programme is regularly reviewed and to drive new ideas and opportunities for improving how the council engages with residents and community and voluntary sector stakeholders.
9. To produce high quality content for different audiences and communications channels, including news releases, social and digital media, publications, internal channels and marketing material.
10. To advise key internal stakeholders and the Council's external public, community and voluntary sector partners on the most effective approaches to communication and engagement campaigns and projects, messaging and techniques.
11. To establish proactive working relationships with Engagement and Consultation colleagues from key partner organisations and to ensure that stakeholder mapping and the communications emergency plan is kept up-to-date with key contact information.
12. To advise key internal stakeholders and the Council's external public, community and voluntary sector partners on the most effective approaches to communication and engagement campaigns and projects, messaging and techniques.

13. To act as the Council's main point of contact for the Healthwatch contract, providing advice, information and guidance where appropriate and performance management of the contract.
14. To oversee client outsourced arrangements for commissioned services and suppliers, including for example the biennial Residents' Attitude Survey.
15. To deputise for the Head of Customer Experience and Communications as required.
16. To play a key role in the overall management of the communications and engagement team including the planning and delivery of the annual communications and engagement work plan and a range of tasks and projects.
17. To manage operational and staffing budgets for the communications and engagement team, commissioning and procuring services as needed and making the most effective use of resources.
18. To undertake regular supervision and appraisal of communications and engagement team staff, including monitoring of individual and team performance and for planning, allocating and supervising workloads.
19. To effectively manage a caseload of consultation and engagement projects alongside reactive work requests and demands.
20. Apply best practice to ensure Merton's consultation, engagement and communications activities are inclusive, accessible and compliant with all legislation including the Disability Discrimination Act, Data Protection Act, and other legislation as may be appropriate.
21. To undertake any other consultation, engagement and communication projects/duties that can reasonably be expected of the post.



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**CORPORATE SERVICES DEPARTMENT**  
**PERSON SPECIFICATION**

**POST TITLE: Engagement and Consultation Manager**

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**1. Knowledge/skills**

1. Team management, leadership skills and the ability to build, motivate and develop a multi-disciplinary team.
2. Up-to-date knowledge of consultation, engagement and communications best practice and the ability to provide a consistently high-quality service.
3. Up-to-date knowledge of good practice in relation to the development of neighbourhood governance and democratic participation opportunities.
4. A demonstrable understanding and skilled in effectively using the latest digital communications technology and social media channels as engagement tools.
5. Excellent consultation, engagement and communications skills and techniques.
6. Experience of providing professional, high quality consultation and engagement advice at the highest level of an organisation, and providing advise externally to a range wide range of public sector partners and external community/voluntary sector stakeholders.
7. Skilled in developing and implementing effective consultation, engagement and communications strategies, as well as understanding how to fully evaluate all activities undertaken.
8. Able to plan, organise and prioritise work, tasks and projects with efficient use of resources.
9. Budget management skills and experience of commissioning and procuring services.
10. An understanding of the structure of local government, the role of elected members and current issues facing local government and issues facing the Council's public sector, community and voluntary sector partners.
11. Thorough knowledge of the Code of Practice on Local Authority Publicity.

12. Skilled in developing and monitoring clear performance standards and outcomes.
13. Staff management skills including objective setting, appraisal and staff development.
14. A Strong understanding of good practice and the issues related to diversity, equalities and community cohesion and how these impact on the delivery of consultation and community engagement activities.
15. Ability to establish professional relationships with stakeholders including the Leader of the Council, Cabinet Members, Councillors from across political spectrum, the Chief Executive, Corporate Management Team and senior managers, as well as with the Council's public and voluntary sector partners and community stakeholders.
16. Excellent organisation and time-management skills, ability to work under pressure and prioritise work in a highly pressured environment, and meet tight deadlines.
17. Able to communicate effectively both orally and in writing with a variety of audiences both within and external to the Council, including an ability to draft reports and other written material clearly and present proposals in an imaginative and interesting way.
18. Able to evaluate, interpret and analyse a variety of qualitative and quantitative information, presenting it in such a way that it is clear and easily understood.
19. Able to establish and develop positive relationships, both internally and externally, and influence a wide range of people.
20. Able to identify creative, realistic solutions to problems and deal appropriately with issues which may be controversial or sensitive.
21. Able to represent the Council and liaise with external organisations as appropriate.

### ***Experience/Training***

1. Extensive experience of working in a senior consultation and engagement role.
2. Experience of working in a management/leadership role.
3. Experience of working in a large and complex organisation and experience of working in a political environment.
4. Experience of engaging 'hard to engage' groups.
5. Experience in providing advice to and influencing a senior leadership audience.
6. Experience in providing advice to and influencing senior leadership of external partners.
7. Experience of organising and delivering community engagement events.
8. Experience in managing and delivering projects.

### ***Special Requirements***

1. Flexibility to work outside normal office hours as required to attend Community Forum events, Cabinet and Council meetings and to attend evening and weekend corporate events as needed.