

Northumberland County Council
JOB DESCRIPTION

Post Title: Business and Community Engagement Officer		Service: Broadband & Partnerships		Office Use	
Band: 8		Workplace: County Hall, Morpeth			JE ref: 2341 HRMS ref:
Responsible to: iNorthumberland Programme Director		Date:	Manager Level		
<p>Job Purpose: In conjunction with the Programme Director be responsible for all of the communication planning and delivery associated with the full development and implementation of the Council's Local Broadband Plan programme</p>					
Resources		Staff			
		No direct responsibility. Periodic responsibility for interim staff, agency staff and consultants			
		Finance			
		Responsible for community engagement budget – to be confirmed			
		Physical			
		Significant local travel and periodic travel to other parts of UK			
		Clients			
		Wide ranging engagement with voluntary and community organisations, businesses and business organisations, public sector bodies, senior, local and national political representatives and organisations, internal heads of service and corporate directors, executive members and members of the public			
<p>Duties and key result areas:</p> <ul style="list-style-type: none"> ● In conjunction with the iNorthumberland programme director and the council's head of communication, develop, deliver and maintain a comprehensive and integrated engagement strategy in support of the central themes of the iNorthumberland programme ● Create and maintain a positive public image for the programme and its purpose and the role of the Council in the programme ● Use research to inform and develop programme campaign planning and delivery ● Raise and measure awareness of the economic, social and public service benefits of broadband through the appropriate engagement and communication 'channels' ● Increase measurable overall community and nosiness demand for broadband and broadband based services across the county including developing solutions to digital inclusion issues ● Develop and maintain effective and constructive relationships with relevant contacts within key local partner organisations in order to promote effective and mutually beneficial collaboration and partnership arrangements ● Provide information to and develop positive working relationships with the members of the iNorthumberland programme board, BDUK, local and national media, community and business representatives and organisations, executive and elected members, corporate directors and heads of service and relevant members of staff 					

- Actively promote and represent the interests of Northumberland and the county council in relation to service activities and policies at a local, regional and national level as appropriate, particularly through participation in pilot programmes, showcasing good practice, and contributing to exchange networks
- Be accountable for expenditure against allocated budgets, ensure effective spend against established targets and compliance with financial and other regulations and the requirements of funding bodies

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

Transport requirements:	Will involve travel to meeting venues throughout the county and further afield on occasion.
Working patterns:	Normal office hours but flexi-hours may apply if colleagues provide cover. Some attendance at evening and weekend meetings.
Working conditions:	Mainly indoors

**Northumberland County Council
PERSON SPECIFICATION**

Post Title: Business and Community Engagement Officer	Director/Service/Sector: Broadband & Partnerships	Ref: 2341
Essential	Desirable	Assess by
Qualifications and Knowledge		
<ul style="list-style-type: none"> ● Degree, professional qualifications in a relevant subject; plus recent and relevant post qualification training additional qualifications and evidence of continuing professional development. ● Knowledge of the purpose and scope of the BDUK broadband improvement initiative ● In-depth knowledge of professional theory, practice and procedures ● Knowledge of relevant laws, regulations, policies, procedures, trends, and developments. ● Significant understanding of digital inclusion issues 	<ul style="list-style-type: none"> ● Knowledge and experience of large scale broadband or other public service improvement related initiatives ● PRINCE2 ● Project management ● ERDF and other public funding project administration and controls ● GIS and database systems 	(a) (i) (r) (t) (q)
Experience		
<ul style="list-style-type: none"> ● Successful long term community engagement planning and delivery in a large public or private sector organisation and experience of publically funded initiatives including tackling digital inclusion issues ● Track record as a successful communications manager or community engagement ideally in a large organisation ● Worked in a multi-disciplinary project or programme delivery team recognising the importance of the control mechanisms in successful programmes/projects ● Effective, cross sector and high profile, localised campaign development and delivery including production and use of marketing and technology related collateral (including social networking tools) ● Developed and conducted surveys, analysed outcomes, evaluated and produced recommendations ● Engaging effectively with wide ranging community and social groups and building productive partnerships and working relationships ● Commercially aware, astute and experienced. Understands the relationship between costs, quality, customer care and corporate performance assessments. ● Experience of managing budgets in a 'value for money' environment 	<ul style="list-style-type: none"> ● Substantial experience of working successfully in partnership with community groups, public and private sector organisations. ● Experience of technology related issues – specifically telecommunications 	(a) (i) (r) (t) (q) (p)
Skills and competencies		
<ul style="list-style-type: none"> ● Highly effective, articulate and resourceful communicator with the ability to explain complex issues in simple terms ● Creative, with ability to translate ideas into deliverable practical and relevant solutions ● Authoritative, inspire, create commitment and enthusiasm 		(a) (i) (r) (t) (q)

<ul style="list-style-type: none"> • Research, disseminate and effectively utilise acquired knowledge relevant to the purpose and advancement of the programme through surveys and other processes • Highly developed and advanced IT knowledge and skills • Manage supplier and contractor performance effectively • Well organised, work independently and takes the initiative but able to work in and be part of a team • Prepare written and other media to best professional standards • Able to negotiate and be able to persuade others to an alternative point of view. • Well organised, efficient and effective 		
Physical, mental, emotional and environmental demands		
<ul style="list-style-type: none"> • Normally works from a seated position with some need to walk, bend or carry items. • Need to maintain general awareness with lengthy periods of enhanced concentration. • Significant contact with businesses, public/clients, some potentially in dispute with the County Council. • Maintains a professional demeanour in stressful and difficult situations. • Some exposure to working outdoors may be necessary. • Extensive travel within county 		(a) (i)
Motivation		
<ul style="list-style-type: none"> • A strong corporate and professional orientation and commitment • Dependable, reliable and keeps good time. • Self-reliant, able to exercise discretion and possessing the ability to manage time effectively. • Models high standards of commitment, honesty, integrity, openness, and respect for others. • Helps create a positive work culture in which diverse, individual contributions and perspectives are valued. • Proactive and achievement orientated • Works with little direct supervision. 		(a) (i) (r) (t) (q) (p)
Other		
<ul style="list-style-type: none"> • Able to meet the transport requirements of the post • Be based in Northumberland 		(a) (i)

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

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