

**SUBJECT: Changes to team structure including job evaluation and regrading of posts within the Policy and Engagement Team**

**MEETING: Single Member Decision**

**DATE: 26 August 2015**

**DIVISION/WARDS AFFECTED: All**

**1. PURPOSE:**

- 1.1 To seek agreement to a number of staffing changes within the Chief Executive's Policy and Engagement service area, including the re-grading of roles following job evaluation within the Policy and Performance Team and a small restructure within the Communications and Engagement Team to ensure that it is effectively focused to deliver its objectives in the next period.

**2. RECOMMENDATIONS:**

- 2.1 That the post of 'Communications, Marketing and Engagement Manager' be regraded from Band I to Band K. This post was previously titled Communications and Engagement Manager.
- 2.2 That the post of Data Analyst (Education) be regraded from Band G to Band H. This post was previously titled School Management Information Officer.
- 2.3 That the post of Data Analyst (Education) be transferred to the Policy and Performance team within the Chief Executive's Department.
- 2.4 That the post of Equalities and Welsh Language Officer be regraded from Band H to Band I.
- 2.5 That the posts of 'Communications Officer' and 'Engagement Officer' be deleted
- 2.6 That a new post of 'Communication and Engagement Officer' be created
- 2.7 That one of the current Policy and Performance Officers is granted flexible retirement and the saving is used to secure additional resource.

### **3. KEY ISSUES:**

- 3.1 The authority has a job evaluation scheme that is used to assess the grade of new jobs and current jobs where there has been a significant change in duties. This requires the line manager prepare a new or revised job description with the grade being assessed by Employee Services. The revised role profiles are attached as appendices to this report.
- 3.2 The current role of 'Communication and Engagement Manager' has seen significant change since recruitment to the post in November 2014. The scope of activity within the role has seen significant growth driven by a heightened need to enhance our digital offer and to support a broader organisational drive to generate income (as identified in the 2015/16 budget and the emerging medium term financial plans) for MCC. There is consequently a greater responsibility for all services to market themselves and their services effectively where the opportunity allows.
- 3.3 The post holder is now responsible for the Web, Digital Media and internal intranet presence. The post holder is required to have significant digital skills and abilities, including the responsibility for the social media and digital engagement strategies. There is a greater emphasis on engagement and a requirement for the post holder to represent the authority at a very high level, across all services and disciplines. This includes being the representative and face of the organisation at major events as well as through the media. Examples of this include large scale events such as the Royal Welsh show which has acted as a springboard for the launch of a concerted campaign around the National Eisteddfod benefiting the whole county. The level of autonomy and prescribed guidelines has changed. The scope of the post covers more disciplines than previously and includes marketing, income generation, service re-design, engagement as well as the traditional communications role.
- 3.4 Furthermore, the team management responsibilities for this role have also expanded beyond the original remit and now includes the Digital Marketing Officer, the graphic designer (on contract with us until autumn 2015) and the Marketing Officer (appointed on a two year fixed term appointment). The revised job description can be found at Appendix A.
- 3.5 The role of Data Analyst (Education) was originally located in the Children and Young People Directorate. The role has seen an increase in the level of responsibility since the transfer of education support services to the Education Achievement Service (EAS). For the past nine-months the post has been co-located in the Policy and Performance Team and it is proposed to make the arrangement permanent. This will increase the resilience of support to the education directorate at a key time as the authority strives to move out of Special Measures, it will also continue the strengthening of the corporate centre by consolidating existing posts into a single team. The revised job description can be found at Appendix B.

- 3.6 The role of Equalities and Welsh Language Officer was created in 2012. This had previously been two separate roles and combining them provided an efficient way to provide these core functions. There has since been considerable change in the role as a result of the Equalities Act 2010 and new Welsh Language Standards. In particular the ongoing focus around the quality of engagement with those groups and individuals with protected characteristics (as prescribed in the Act) has increased both the level and quantity of the work the officer undertakes. The revised job description can be found at Appendix C.
- 3.7 The uplift in salaries in the two roles in the Policy and performance team will be minimal in the first year as the current post-holders are at the top or close to the top of their current pay bands: the differential in the case of the Communications, Marketing and Engagement Manager is greater. The difference for each of the next three years is shown in the table below.

	Additional Cost 2015-16*	Additional Cost 2016-17*	Additional Cost 2017-18*
Communications, Marketing and Engagement Manager	3,215	4,063	4,886
Equalities and Welsh Language (£)	0	932	2,011
Data Analyst (£)	812	1,432	2,232
Cumulative total for all posts (£)	4,027	6,427	9,129

\* Additional Costs are calculated compared to the 2015-16 salary level and show the cumulative cost for a full year. These are exclusive of on-costs

- 3.8 Within the Communications and Engagement team there has been a recognition that the current balance of the team requires some adjustment in order for us to meet the aspirations of the organisation. There is currently a vacancy for a Communication Officer. It is our intention to delete this role and to create a Communications and Engagement Officer that can more effectively fulfil the needs around community engagement and animation. The new job description is attached at Appendix D. Given this change the role of Engagement Officer is no longer needed and this post will also be deleted.
- 3.9 One of the two Improvement Officers has requested flexible retirement to commence after her 60<sup>th</sup> birthday. This bears no cost to the authority and we have conditionally agreed to her request. She will reduce her working hours from five to three days per week. The balance of funding will be used to fund a rolling, programme of placements from Cardiff University's Graduate Placement Programme. These short term placements (for circa. 5 months) will be invaluable resources in undertaking specific research and evaluation projects which will make it possible for the team to continue to deliver it's remit following

the reduction in hours of mentioned above. In the event that it is not possible to secure a placement the officer has agreed to only a one day reduction in her working week.

#### **4. REASONS:**

- 4.1 The job evaluation scheme provides a structured process to ensure that jobs are graded appropriately and in an equitable way across the organisation.
- 4.2 The roles have evolved over a number of years and it is important to ensure that new responsibilities are recognised within the job description and are rewarded appropriately in line with the council's agreed Job Evaluation Scheme.
- 4.3 The changes to the Communication and Engagement team are necessary to meet the ongoing expectations of the organisation in terms of community engagement and income generation through improved marketing.
- 4.4 The flexible retirement will allow us to meet the request of a valued member of staff, retaining their skills for a proportion of the week whilst also funding additional resource that will provide additional research and evaluation capacity.

#### **5. RESOURCE IMPLICATIONS:**

- 5.1 The cumulative costs compared to current pay bands will be £4,027 (£5,275) in 2015-16; £6,427 (£8,419) in 2016-17 and £9,129 (£11,959) in 2017-18. The figures in brackets show the values inclusive of pension and National Insurance Contributions. Within the Policy and Performance Team this change will be met within existing resources. The funding of the re-grading in the Communications and Engagement team is addressed in paragraph 5.3.
- 5.2 The flexible retirement cited at paragraph 3.9 will save the organisation £14,265. This resource will be used to fund the Cardiff University Graduate Placements. We are proposing to use two per annum at a cost of £13,000 leaving a residual benefit to the team's budget of £1,265.
- 5.3 The restructure of the Communications and Engagement Team will accrue a full year benefit to the team of £23,588.

<b>As is - Core Funded</b>				Grade	FTE	Salary	Oncosts	Full Costs
						£	£	£
Communication and Engagement Manager				I	1	35,662	10,699	46,361
Communications Officer				G	2	28,746	8,624	74,740
Engagement Officer				F	1	25,440	7,632	33,072
Digital Marketing Officer				H	1	31,846	9,554	41,400
					5	121,694	36,508	195,572
<b>To be - Core Funded</b>								
Communication, Marketing and Engagement Manager				K	100%	42,957	12,887	55,844
Communications Officer				G	1	28,746	8,624	37,370
Communications and Engagement Officer				G	1	28,746	8,624	37,370
Digital Marketing Officer				H	1	31,846	9,554	41,400
					4	132,295	39,689	171,984

5.4 It is proposed that the £15,588 of the financial benefit is retained to ensure the continuation of a shared service arrangement with Torfaen County Borough Council. This will have the benefit of providing additional resources to the team in a cost effective, flexible manner. The two individuals who provide support bring with them particular skills in crisis communications and more general public relations and have proven to be a great asset to the team over the past 13 months. The remaining £8,000 will be offered as a saving.

**6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

This report relates to the employment terms and conditions for an individual employees and the implementation of the job evaluation scheme already approved by Council. As such an EqIA is not considered necessary.

**7. CORPORATE PARENTING IMPLICATIONS**

None

**8. CONSULTEES:**

Communication and Engagement Manager  
 Equality and Welsh Language Officer  
 Data Analyst (Education)  
 Policy and Performance Officer  
 Communications and Engagement Team  
 Senior Leadership Team

**9. BACKGROUND PAPERS:**

None

**9. AUTHORS:**

Will McLean, Head of Policy and Engagement

**10. CONTACT DETAILS:**

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## ROLE PROFILE

**ROLE TITLE:** Communication, Marketing & Engagement Manager  
(PERMANENT)

**POST ID:** TBC

**GRADE:** BAND K SCP 49 – SCP 53  
**HOURS:** 37 Per Week

**LOCATION:** County Hall, Usk, which may change in the future if the service location needs to relocate. Relocation or disturbance expenses will not be paid if this happens.

**RESPONSIBLE TO:** Head of Policy and Engagement, Chief Executives

### **Our Purpose:-**

To lead the development and implementation of the Councils Communication, Marketing and Engagement Strategies. Ensuring the Communities of Monmouthshire are fully engaged and participate in key council business. To promote positive public relations and protect the reputation of the organisation. The team will support all areas of the organisation to market themselves effectively to generate additional income to support service delivery.

### **The Purpose of this Role:-**

Responsible for developing and implementing, integrated and effective Communication and Engagement Strategies for internal and external audiences and stakeholders. To create solutions for complex issues, through effective and inclusive Community Engagement techniques with stakeholders. Enabling the Community to influence key council business, through a range of inclusive and participatory Engagement processes. This role will lead on all aspects of Public Relations, including crisis management, media relations and Council campaigns.

The role will also advise and support the organisation in developing effective, targeted marketing campaigns to promote services and products and generate additional income to support ongoing service delivery.

The role is responsible for the development of engagement through digital media, and is responsible for the councils Web and other digital communications media.

**Expectation and Outcomes of this Role:-**

- To provide strategic leadership on communicating the council's priorities, services and decisions internally and externally
- To develop and implement a comprehensive and inclusive range of Strategies:
  - Engagement Strategy
  - Communications Strategy Internal and External
- To protect the integrity and reputation of the organisation through the promotion of factual, informative and accurate positive communication releases.
- To deliver effective digital communications, marketing and engagement through social media and the Web site
- To develop and maintain a partnership with the council's public service partners in delivering a strong, positive message with regard to the progress and impact of the Local Service Board.
- To provide specific communications support in emergency situations working with partners to provide information and advice
- To ensure consistent, quality assured and accessible communications and marketing across Monmouthshire.
- To evolve, re-invent and revitalise MCC's brand, and refresh the way we communicate.
- Ensure team delivery is proceeding on target in line with key indicators through effective management.
- Act as a champion of customer insight, ensuring that audiences are integral in any marketing and communications strategies.

**Your responsibilities are to:-**

- Define and deliver the strategic direction of Monmouthshire County Council's, marketing, public relations, external communications and colleague communications in order to deliver objectives.
- To develop and expand digital communications and channel shift, including the implementation of associated policies and strategies
- Deliver an engaging and effective digital Social Media, web and internal communications presence
- Deliver improved quality of marketing and communications output.
- Manage and lead a team of Communication and Engagement Officers.
- Provide leadership and direction to enable the team to be fully integrated across the Council services.
- Build positive relationships with external organisations and stakeholders to enable them to fully participate and engage in a robust and meaningful way.
- Ensure a comprehensive approach to Stakeholder analysis is developed and implemented to ensure an inclusive approach to engagement.
- Develop and embed a culture of 'community insight' that will provide the organisation, both at a corporate and service level, the opportunity to involve community member in the design and delivery of public services.



- Develop and embed the new approach to colleague communications and aligning to the People Strategy principles and objectives, including the advanced target of engaging colleagues beyond communications.
- Delivering the communications aspect of key corporate strategies, including Customer Service and People strategies, to reduce costs and improve customer service.
- Delivering increased income for Monmouthshire County Council through effective, targeted marketing campaigns.
- Drive enhanced commercial focus through clear articulation of objectives and creating an analysis framework and reporting, to ensure on-going learning and improvement.
- Influence the organisation to embed a culture of marketing which is focused around key target audiences, both digitally and in person. Providing consultancy to other service areas re: adding value to their marketing.
- Undertake stakeholder engagement and influencing at a senior level engaging with Cabinet and SLT colleagues.
- Lead event strategy and delivery – e.g. engagement with the Eisteddfod team, event marketing, promotions, stand design and build.
- Work with partners agencies across organisational and geographic boundaries; developing and leading cross-authority approaches.
- Become a leader amongst peers e.g. sharing knowledge and ideas with other authorities.
- Develop a 'resident and colleague focussed' approach to communications ensuring that all communications are based on key insights around the motivators and drivers.
- Become a brand ambassador – ensuring adherence to brand guidelines and tone of voice
- Review and evolve the current brand guidelines and tone of voice.
- Deliver innovative approaches and creative thinking through facilitating workshops to 'think differently' to deliver communications excellence.
- Protect the integrity and reputation of the organisation through the promotion of factual, informative and accurate positive communication releases.
- To develop and maintain a partnership with the council's public service partners in delivering a strong, positive message with regard to the progress and impact of the Local Service Board.
- Working in collaboration and partnership with key internal and external senior stakeholders to develop new opportunities.
- To develop effective relationships and collaborate with colleagues.

### **Here's what we can provide you with:-**

- Opportunities for career development.
- Access to innovation network to support transformation and change.
- The Welsh agenda is uniquely different and this role offers the opportunity to participate in an evolving environment. Working in Wales offers the opportunity on a small scale to achieve a big difference for our service users because we are so close to government.

- A culture of creativity and freedom to develop both yourself and your teams in order to imbed continuous development.
- A small authority in which your role can be as broad and far reaching as you make it

**What else you need to know.....Monmouthshire Values are:**

Openness: We aspire to be open and honest to develop trusting relationships.

Fairness: We aspire to provide fair choice, opportunities and experiences and become an organisation built on mutual respect.

Flexibility: We aspire to be flexible in our thinking and action to become an effective and efficient organisation.

Teamwork: We aspire to work together to share our successes and failures by building on our strengths and supporting one another to achieve our goals.

And this role, will work with Monmouthshire to achieve these.

**In addition:**

All employees are responsible for ensuring that they act at all times in a way that is consistent with Monmouthshire’s Equal Opportunities Policy in their own area of responsibility and in their general conduct.

**Person Specification**

**How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-**

<b>Requirement</b>	<b>Essential or Desirable</b>
<b>Education/Qualifications/Knowledge</b>	
	<b>Essential</b>

Degree or equivalent professional qualification	
<b>Experience</b>	
The information given by the applicant on the application form will be used to ascertain how well the applicant meets the Education/ Qualifications/ Knowledge criteria. Short-listing will be done on this basis. Appointment will be made on the basis of assessing the information supplied in the application form, through the interview, process including presentation, both written and verbal.	
Demonstrable evidence of experience and expertise in at least two of the following areas, press and media handling; public relations; journalism; marketing and communications.	<b>Essential</b>
Experience of managing communications through digital media	<b>Essential</b>
Leading a team working in a communication discipline and responsibility for their professional development	<b>Essential</b>
Developing communication strategies for a wide variety of audiences, including internal and external stakeholders and the general public	<b>Essential</b>
Working with other communication professionals, and non-communication specialists to deliver results	<b>Essential</b>
Leading communication in an organisation undergoing substantial change	<b>Essential</b>
Enforcing and maintaining corporate brand values in a diverse organisation	<b>Essential</b>
<b>Relevant Knowledge</b>	
Principles of clear communication	<b>Essential</b>
Solid understanding of a range of communication channels, and how to apply them appropriately to deliver an improved understanding of the aims of Monmouthshire County Council	<b>Essential</b>
Clear understanding of marketing principles and customers segmentation	<b>Essential</b>
<b>Aptitudes and Skills</b>	
Writing and editing in plain English	<b>Essential</b>

Presentation skills	<b>Essential</b>
Ability to communicate with people at all levels	<b>Essential</b>
Digital communications media usage	<b>Essential</b>
<b>Personal Attributes</b>	
<u>Ability to Think and Act Strategically</u> <ul style="list-style-type: none"> <li>• Is able to create and communicate a vision and inspire others to share in it</li> <li>• Is able to maintain a cross-cutting, strategic overview of the work of the Council within the framework of the needs and aspirations of the wider community and the political environment</li> <li>• Is able to analyse a wide range of data, including the outcomes of consultation, and translate this into strategy and policy.</li> <li>• Is able to predict future trends and shape strategy accordingly</li> <li>• Thinks quickly and flexibly and shows adaptive leadership in responding to a changing environment</li> <li>• Identifies and exploits opportunities to gain additional resources from a wide range of external sources</li> <li>• Focuses on broad outcomes rather than the detail of service delivery</li> <li>• Is able to represent the whole authority on any communications issues that arise at events, through the media and through digital channels</li> </ul>	<b>Essential</b>
<u>Demonstrates Emotional Intelligence</u> <ul style="list-style-type: none"> <li>• Listens to others and communicates effectively</li> <li>• Deals with situations of conflict in a calm and rational manner, and does not shy away from difficult situations</li> <li>• Seeks to achieve results through negotiation and consensus</li> <li>• Shows empathy and is able to understand the impact of their own behaviour on others</li> <li>• Is able to understand and deal openly with emotional issues</li> <li>• Invests time and energy in building strong networks and positive relationships</li> <li>• Uses intuition</li> <li>• Is politically astute</li> <li>• Understands and reads key social networks and power relationships</li> </ul>	<b>Essential</b>

<p><u>Partnership and Teamwork</u></p> <ul style="list-style-type: none"> <li>• Feels comfortable working within a team environment with flexible boundaries between team members</li> <li>• Is willing to share in collective responsibility for team decisions</li> <li>• Is friendly, respectful and supportive to others and shows loyalty to the team and to individual team members</li> <li>• Has an inclusive style and seeks feedback</li> <li>• Engages assertively in debate but is skilled in resolving differences without conflict</li> <li>• Takes a joined up approach to problem solving</li> <li>• Acts with integrity, is honest, trustworthy and willing to trust others</li> <li>• Sees working in partnership as an opportunity rather than a constraint</li> <li>• Demonstrates an absolute commitment to equality and embraces diversity</li> </ul>	<p><b>Essential</b></p>
<p><u>Self Awareness, Self Confidence and Self Reliance</u></p> <ul style="list-style-type: none"> <li>• Understands their own strengths and weakness, and is committed to self improvement</li> <li>• Is able to reflect on and learn from mistakes</li> <li>• Is highly self motivated and acts on their own initiative</li> <li>• Empowers and trusts others to deliver on shared goals and objectives</li> <li>• Has good coping mechanisms for dealing with personal stress</li> <li>• Believes in work/life balance for themselves and others, and sets an example</li>   <li>• Demonstrates and transmits self-assurance and presents ideas well to others</li> <li>• Takes an optimistic, “can do” approach</li> <li>• Acts as an inspiring role model to others</li> <li>• Believes in the ethos of public service and sets an example of high standards of conduct in this respect</li> </ul>	<p><b>Essential</b></p>



## ROLE PROFILE

<b>ROLE:</b>	Data Analyst (Schools)
<b>POST ID:</b>	Was LLE101
<b>DEPARTMENT:</b>	CHIEF EXECUTIVE'S UNIT
<b>GRADE:</b>	Band H (SCP 33 - 37) – Subject to Job Evaluation
<b>HOURS:</b>	37 hours per week
<b>LOCATION:</b>	County Hall, Usk
<b>RESPONSIBLE TO:</b>	Policy and Performance Manager

### Our Purpose:

Public services are facing a challenge on an unprecedented scale. We have an ageing population, our budgets are getting smaller in real terms and our communities have rising expectations of what public services could and should do. Our job is to support service transformation by providing data, support and knowledge, helping our teams to rise to the challenge. Our purpose is to help shape and create services that are fit for the 21st century and beyond.

### Expectation and Outcomes of this Role:

- To develop management information and data in order to drive forward school improvement.
- To provide timely and robust information to teams; senior managers and councillors to help them manage services and hold them to account.
- To help people understand information and use it to transform services for the benefit of people and communities.
- To supply information to external organisations like Estyn and Welsh Government to help them regulate services and plan for the future.

### Your responsibilities are to:

- Assist in ensuring that services are planned and delivered in a coordinated way and in compliance with the council's scrutiny and continuous improvement processes
- Prepare Cabinet, scrutiny and Executive reports to provide evidence and inform and influence decision making
- Revise statistical models for the targeting of school improvement, attainment areas and informing the direction of education development and planning
- Provide data to enable the local authority to monitor the performance of the commissioned service for school improvement (EAS) to ensure that expected levels of performance are achieved and value for money obtained
- You'll need to apply an understanding of Outcome Based Accountability in the analysis of reports, identifying trends, anomalies and evidence of the effectiveness of policy on practice. We don't think performance management is about hitting targets, it's about driving better outcomes
- Create and maintain databases and develop the collection, analysis and evaluation techniques required to research and report data
- Ensure that services within CYP directorate have accurate and timely data available to inform self-evaluation
- You will assist the Head of Service for attainment and Achievement to provide meaningful, accurate and timely management information
- Information is in the public domain and used to underpin some pretty important decisions. It's really important that you ensure that information is accurate with a robust audit trail that will satisfy the requirements of internal and external auditors
- Devise and develop data analysis tools and respond to ad-hoc requests for information including those arising as a result of Freedom of Information (FOI) requests
- Respond promptly to requests for statistical analysis and data presentation in a fast moving environment
- Keep abreast of relevant national and local policy developments which may impact on data, analysis and research communicating the requirements
- You will be responsible for the management of organisational data, statutory performance indicators, target setting and statistical returns, some of which are related to Welsh Government funding
- You will be responsible for ensuring the availability and analysis of all data in the CYP performance framework including providing information and analysis to contribute to target setting
- You will be responsible for ensuring PLASC returns to Welsh Government, national data collections of teacher assessments, national tests, examinations and respective SIMS modules
- You will demonstrate a commitment to cross sector and team working and be flexible in approach, delivery and working hours.
- To actively support and implement the principles and practice of equality of opportunity as lead down in the Council's Equal Opportunities Policy.

**The purpose of this job description is to indicate the general level of responsibilities of the post. The duties may vary from time to time without changing their character or level of responsibility.**



### Person Specification

How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-

Requirement	Essential or Desirable	How tested (S) used at Short listing
<b>Education/Qualifications/Knowledge</b>		
<ul style="list-style-type: none"> <li>A qualification that demonstrates understanding of mathematics and statistics</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>A knowledge and understanding of the demands and uses of management information.</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>An understanding of the use of databases and spreadsheets</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>Knowledge of Microsoft Word and Excel</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>Knowledge of the Outcome Based Accountability (OBA) approach</li> </ul>	Essential	Application/ interview
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Experience of working with data in a public, commercial or third sector environment</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>Experience of producing written documents to set deadlines.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>Experience of working in an analysis and reporting role</li> </ul>	Essential	Interview/ Application

<ul style="list-style-type: none"> <li>• Experience of explaining process and procedures to colleagues</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Experience of using relational databases</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Experience of working with Service Managers to develop data awareness and use for service improvements</li> </ul>	Essential	Interview/ Application
<b>Aptitudes and Skills</b>		
<ul style="list-style-type: none"> <li>• Ability to communicate effectively at all levels of the organisation in a variety of ways i.e. good written and verbal communication skills</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Aptitude and willingness to develop IT tools e.g. business objects</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• An understanding of and the ability to use statistics e.g. correlation, variance, trend analysis</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Problem solving skills and attention to detail.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Self-motivated and the ability to use initiative.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Aptitude and willingness to develop skills in IT tools</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• An understanding of and the ability to use statistics e.g. correlations, variance, trend analysis</li> </ul>	Essential	Interview/ Application



## ROLE PROFILE

<b>ROLE:</b>	Policy Officer Equality and Welsh Language
<b>POST ID:</b>	CPP61
<b>DEPARTMENT:</b>	CHIEF EXECUTIVE'S UNIT
<b>GRADE:</b>	Band I (SCP 37 - 41) – Subject to job evaluation
<b>HOURS:</b>	37 hours per week
<b>LOCATION:</b>	County Hall, Usk
<b>RESPONSIBLE TO:</b>	Policy and Performance Manager

### Our Purpose:

Public services are facing a challenge on an unprecedented scale. We have an ageing population, our budgets are getting smaller in real terms and our communities have rising expectations of what public services could and should do. Our job is to support service transformation by providing data, support and knowledge, helping our teams to rise to the challenge. Our purpose is to help shape and create services that are fit for the 21st century and beyond.

### Expectation and Outcomes of this Role:

- To ensure that the council complies with all statutory Equality, Human Rights and Welsh Language related legislation.
- To ensure that members of the public are not discriminated against in the provision of Council services in relation to their protected characteristics.
- To be the lead officer and advise Chief Officers, elected members and staff of any developments in national legal and policy in relation to Equality & Diversity, Human Rights and Welsh Language legislation
- To drive forward and coordinate partnership working in and to represent the authority on key groups tasked with progressing these areas of work
- To ensure that the Council has in place robust procedures in relation to Equality, Diversity, Human Rights and Welsh Language

**Your Responsibilities are to:**

- To ensure that the Council has in place robust procedures in relation to Equality, Diversity, Human Rights and Welsh Language to mitigate any legal challenges from statutory organisations (EHRC and the Welsh Language Commissioner) or individuals
- To maintain an awareness of legislation and its impact for council services ensuring that all Council policies, procedures and functions are compliant. This includes Equality Act 2010, Human Rights Act 1998, Welsh Language Act 1993, Welsh Language (Wales) Measure 2011
- To write schemes, policies, strategies and guidance notes in relation to the above for adoption or agreement by Cabinet, Council or Individual Cabinet Member decision and to monitor the action plans and ensure that they are delivered in the agreed timescales.
- To write annual monitoring reports for presentation to Cabinet, Council or Individual Cabinet Member decision as required by legislation
- To be responsible for the allocation of all Welsh Language translations for the Council, and also the procurement of translators (Welsh Language and other languages)
- You will be responsible for managing the Council's annual translation budget
- You will have Line management responsibility for the Welsh Language Support Officer for 1 day per week
- You will be the lead officer on the Equality Impact Assessment process for the authority in relation to both generic EQIA's and the MTFP Financial savings process.
- To organise and personally deliver or commission a variety of Equality and Welsh language training and awareness sessions
- Work with strategic partnerships, agencies and the community to update plans, strategies and provide information and support as necessary.
- You will contribute to teams developing events in Monmouthshire, including representing the authority at events outside the county
- You will be the Lead officer on the Monmouthshire Equality and Diversity Group (MEDG) and the Corporate Equality Network (CEN)
- You will be the Council's representative in the national media (Television and Radio) through the medium of Welsh.
- To assist colleagues across the authority with issues on access to services and legal compliance issues as required.
- To lead on all complaints related to compliance with the authority's Welsh Language Scheme and the Equality Act 2010
- To act as a Deputy Registrar to register Births and Deaths through the medium of Welsh
- To understand the external funding context and aim to generate additional funding
- To build and maintain an effective network of contacts within communities that will support the work of the team.

**The purpose of this job description is to indicate the general level of responsibilities of the post. The duties may vary from time to time without changing their character or level of responsibility.**

**Person Specification**

How will we know if you are the right person for the role? As the successful candidate you will have demonstrated:-

Requirement	Essential or Desirable	How tested (S) used at Short listing
<b>Education/Qualifications/Knowledge</b>		
<ul style="list-style-type: none"> <li>Degree or equivalent</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>Knowledge of legal obligations and national policy developments in the areas of Equality and Welsh Language</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>Detailed Knowledge of Equality, Human Rights and Welsh Language legislation</li> </ul>	Essential	Application/ interview
<ul style="list-style-type: none"> <li>Knowledge of the Equality Impact Assessment process in relation to policy and procedure development and the Mid Term Financial Plan mandates</li> </ul>	Essential	Application/ interview
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Experience of working with Elected Members, Chief Officers, Service Managers and staff to develop awareness of Equality, Diversity and Welsh Language</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>Writing reports, schemes, strategies and guidance notes for formal adoption by the Council.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>Experience of monitoring and delivering action plans in response to national policy</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>Experience of producing written documents to set deadlines</li> </ul>	Essential	Interview/ Application

<ul style="list-style-type: none"> <li>• Experience of working in partnership with external agencies</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Experience of delivering change through policy development</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Experience of budget monitoring</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Experience of managing staff</li> </ul>	Essential	Interview/ Application
<b>Aptitudes and Skills</b>		
<ul style="list-style-type: none"> <li>• Ability to communicate effectively at all levels of the organisation in a variety of ways i.e. good written and verbal communication skills</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• The ability to communicate fluently, both orally and written, through the medium of Welsh</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Problem solving skills and attention to detail.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Self-motivated and the ability to use initiative.</li> </ul>	Essential	Interview/ Application
<ul style="list-style-type: none"> <li>• Ability to work unsupervised in addition to being part of a team</li> </ul>	Essential	Interview/ Application

# JOB DESCRIPTION

## Engagement & Communications Officer

### Purpose

To generate advocacy for Monmouthshire County Council through delivering compelling Engagement and Communications strategies through all media channels. Ensuring the Communities of Monmouthshire are fully engaged and participate in key council business.

### Outcomes

To deliver advocacy driving communications for Monmouthshire County Council to key target audiences (internal and external audiences, stakeholders and colleagues). Enabling the Community to influence key council business, through a range of inclusive and participatory Engagement processes.

### This post is responsible for

1. Producing detailed communications plans for a range of activity - consultation, engagement, advocacy driving campaigns, event marketing, colleague communications and emergency communications
2. End to end delivery of communications that resonate with key target audiences to generate advocacy for MCC
3. Ensuring that corporate design and branding is appropriate i.e. contrast, colour, accessibility
4. Horizon scanning and continuous development of new consultation and engagement approaches to enable the community to influence key council business
5. Innovating to find new ways to celebrate and share Monmouthshire's strengths while building long lasting, deeper relationships with communities
6. Arranging a diverse range of sessions/workshops to bring people together and involve them in the consultation and engagement process
7. Engaging and working in collaboration and partnership with key internal and external senior stakeholders and distinct groups to develop new opportunities to engage with the community
8. Monitoring feedback from the local community and sharing key themes/priorities to be featured in plans
9. Reviewing performance and tracking progress against plans
10. Meeting bilingual requirements
11. Briefing partner agencies and suppliers to commission creative work
12. Ensuring meaningful networks and relationships with the wider Monmouthshire community
13. To deliver an engaging Social Media presence



### Person specification

#### SKILLS

1. Good verbal and written communications skills
2. Ability to compile plans, reports and other written documents succinctly, accurately & clearly
3. Briefing and creative critiquing skills

#### KNOWLEDGE

4. Detailed consultation and engagement understanding
5. Proven track record for delivering effective communications inc. social media
6. Detailed understanding of MCC's communities and community groups
7. Identify and manage personal capacity

#### BEHAVIOUR

1. Friendly, approachable and a good listener
2. Innovative and creative
3. Flexible, adaptable and mobile
4. Acts according to MCC's values, aims and culture
5. Able to adapt approach to engage with different audiences