

Strategic Engagement Lead

G12

Our Vision

A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy.

Our Outcomes

Everyone in Staffordshire will:

- Have access to more good jobs and share the benefit of economic growth.
- Be healthier and more independent for longer.
- Feel safer, happier and more supported in their community.

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire. County Council a great place to work, where people are supported to develop, flourish, and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure the focus is on what is important to the organisation. and the people it serves:

- Ambitious – We are ambitious for our communities and citizens.
- Courageous – We recognise our challenges and are prepared to make courageous decisions.
- Empowering – We empower and support our people by giving them the opportunity to do their jobs well.

About the Service

Staffordshire County Council's Health and Care directorate leads our statutory responsibilities for Public Health and Adult Social Care. We harness the resources of the whole council and partners to improve and protect the health of the population. We mobilise communities to support older and vulnerable adults. We respond to individual enquiries and concerns and make sure older and vulnerable adults get the care they need and are safe from harm. We maintain a market to

ensure care and support is available where necessary and at a price taxpayers can afford.

Reporting Relationships

Responsible to: **Assistant Director of Care Commissioning**

Responsible for: **Engagement Coordinator**

The Strategic Engagement Lead will drive engagement and co-production across Health and Care, ensuring all parts of the Directorate understand the benefits and the approach of co-production, to embed it in everyday practice.

Key Accountabilities:

This job description provides an indication of the main duties involved but is not intended to be an exhaustive list of tasks and duties which will ultimately be determined by the requirements of the directorate.

Ensuring Awareness

- Actively promote the agenda and benefits of engagement across Health and Care and influence senior leaders and key stakeholders to embed co-production in everyday practice.
- Constructively challenge colleagues to co-produce, supporting them to realise the benefits of genuine and meaningful partnerships with people with lived experience.
- Build relationships and partnerships proactively with internal teams regarding engagement that supports Health and Care strategic and delivery plans.
- Build relationships and partnerships proactively with local, regional, and national health and social care networks to ensure a consistent and strategic approach to engagement across the sector.

Quality Assurance

- Lead on the development and review of policies, procedures and practice guidance across Health and Care to ensure genuine participation and engagement is embedded and make recommendations.
- Develop, implement, monitor, and review benchmarking and performance metrics against best practice and associated standards for co-production and engagement to measure impact and ensure a consistent approach to engagement across the Directorate and wider organisation.

- Analyse performance and other data to share learnings, make recommendations and inform strategies and initiatives.
- Support compliance with quality assurance standards within relevant regulations. e.g., CQC to ensure engagement and co-production is evidenced.
- Develop and present reports to Health and Care senior leadership teams.

Embedding and Supporting Practice

- As a subject matter expert, support the development, implementation, monitoring and review of engagement strategies and initiatives with business areas to support their goals and ensure engagement with diverse groups.
- Undertake research to identify best practice and associated standards for co-production and engagement and make recommendations.
- Maintain oversight and involvement with internal engagement groups and boards across Health and Care to contribute to Governance and ensure a consistent approach across the Directorate.
- Maintain involvement with third-party provider advocacy and engagement contracts across Health and Care to contribute to Governance and ensure a consistent approach across the Directorate.
- Lead on the development and review of engagement and co-production tools and resources for Health and Care to support colleagues to implement best-practice across the Directorate.

Other Duties

- Positively represent Staffordshire County Council and its services in all interactions with the public, both face-to-face and online.
- To undertake any other duties, which, may from time to time, be allocated commensurate with the grading of the post, to ensure the needs of the directorate are met.

Post is subject to a basic DBS check.

Professional Accountabilities:

The post holder is required to contribute to the achievement of the Council objectives through:

Financial Management

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

People Management

Engaging with People Management policies and processes

Equalities

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

Delivering energy conservation practices in line with the Council's climate change strategy.

Health and Safety

Ensuring a work environment that protects people's health and safety and that promotes welfare, and which is in accordance with the Council's Health & Safety policy.

Safeguarding

Commitment to safeguarding and promoting the welfare of vulnerable groups.



The content of this Job Description and Person Specification will be reviewed on a regular basis.


Person Specification

A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

Minimum Criteria for Disability Confident Scheme *	Criteria	Measured by
	Qualifications <ul style="list-style-type: none"> University degree or equivalent in a related field 	A/I
	Knowledge and Experience <ul style="list-style-type: none"> Significant experience of working with senior strategic roles in a public sector organisation Extensive knowledge of the framework and practices that promote meaningful engagement and co-production with people with lived experience of health and social care. Extensive knowledge of the principles and philosophy that underpins co-production. Substantive knowledge of the relevant legislation for health and social care and a sound understanding of how it is operationally applied. Demonstrable knowledge of regulatory and inspection frameworks e.g., CQC Substantive understanding of power dynamics in large organisations and how it affects engagement strategies and tactics. Substantive knowledge and understanding of people who use health and social care services and the power imbalances that exist. Substantive understanding and experience in co-production to support the organisation in moving toward this way of working. Track record in delivering and implementing strategic developments within a complex business environment. Substantive experience of building, maintaining, and utilising successful relationships with people of different backgrounds Knowledge of the strategic direction of the local health and social care economy 	A/I
	Skills and Abilities <ul style="list-style-type: none"> Demonstrable commitment to the values and ethos of Health and Care and own continuous professional development Coaching and facilitative skills Collaborative leadership skills and approach 	A/I

	<ul style="list-style-type: none"> • To have a strong strategic vision aligned to the core purpose of the role and able to demonstrate skills to communicate and implement that vision. • Strong written and verbal communication skills • Interpersonal skills • Networking and building relationships with individuals and organisations. • Conflict resolution, and negotiation skills • Ability to demonstrate empathy for people. • Ability to demonstrate integrity and transparency. • Ability to develop and present written information, including visual formats. • Data analysis and interpretation skills • Presentation skills, both in-person and online • The ability to travel independently across the county as required. • Demonstrable group facilitation skills and abilities • Ability to manage and facilitate online groups and boards. <p>This post is designated as a casual car user</p>	
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If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the **Disability Confidence Symbol**, which is a recognition given to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting the **Recruitment Team on 01905 947446**