

# Job Profile

Position Details	
Post	Engagement Officer
Service Area	Housing & Growth/Housing/Housing Strategy & Commissioning
Reports to	Housing Strategy & Commissioning Manager but in close liaison with the Housing Delivery Manager and Regeneration Managers
Grade	PO4
Job Family	To be completed by HR

Role Purpose
<p>1. To lead and implement a comprehensive communications service to inform stakeholders about housing and regeneration projects in Haringey</p> <p>2. To lead and coordinate housing-related consultation by the Council and Homes for Haringey</p> <p>3. To work with the wider Communications Directorate to ensure housing related communications is aligned with the Council's overall communications strategy</p>

Main Responsibilities
<ol style="list-style-type: none"> <li>1. To provide expert advice to senior officers and Members on communications and consultation related to housing and regeneration, in liaison with communications colleagues.</li> <li>2. To lead on work with Members and senior officers to shape the key messages of the Council with regard to housing; and to help raise Haringey's profile locally and nationally as a key regeneration borough and an attractive place for businesses and visitors.</li> <li>3. To ensure communications, consultation and engagement on housing and regeneration is effectively coordinated with, and integrated into, the Council's wider communications activities, for both internal and external audiences.</li> <li>4. To project manage and deliver an agreed portfolio of communications projects relating to housing and regeneration in Haringey.</li> <li>5. To assist in the management and negotiation of contracts with external providers of services to support communications and community consultation and engagement; to act as the Council's interface with or manage the work programme of freelancers, agency staff and consultants where necessary.</li> </ol>

6. To work closely with Homes for Haringey to ensure communications and consultation with its tenants and leaseholders are effective and fully aligned with the Council's priorities and messages.
7. To develop positive relationships with key stakeholder groups including key resident representatives, investors and partners.
8. To work with other communications staff to ensure high standards in communications work and to advise on the reputational impact of housing and regeneration communications and consultation material.
9. To support the Media Team to enable it to promote housing and regeneration messages across a range of tools: news releases, articles, photo opportunity events, briefings, interviews and story forward planning.
10. To lead on the online presence for housing and regeneration, managing content on the relevant parts of the Council's website and its social media presence as appropriate.
11. To design consultation questionnaires and engagement with residents and other stakeholders to ensure that housing and regeneration policies and initiatives are fully informed by robust consultation and the Council fulfils its statutory obligations.
12. To analyse the outcomes of consultation and advise colleagues, senior officers and Members on findings.
13. To assist in the management of a comprehensive communications programme for housing and regeneration that appropriately informs and engages residents, key external stakeholders and opinion formers.
14. To prepare speeches, briefings and presentations for senior officers and Members as required.

### **Organisational development**

15. To produce and maintain policies and procedures for the Housing Strategy and Commissioning function, ensuring that they are fully compliant with the relevant legislation and reflect good practice.
16. To ensure that Cabinet Members, Councillors and senior managers are appraised of, and engaged in, work on housing consultation; including providing regular reports to the Housing Priority governance structures.
17. To deal with Member/MP enquiries, Freedom of Information requests, customer complaints and other enquiries are dealt with effectively, ensuring a comprehensive response and that where necessary providers take the appropriate remedial action.
18. To deal with internal and external housing data enquiries and general requests for information.
19. To represent the Council at multi-agency and other external meetings; to maintain up to date knowledge and influence wider policy development.

20. To act as the Council's expert on housing-related consultation, on corporate working groups and other external bodies and to represent the Housing Strategy & Commissioning Team in corporate initiatives and cross agency projects, ensuring that the requirements of the relevant service area(s) are considered in their planning and implementation.
21. To support the Housing Strategy & Commissioning Manager to manage and monitor the communications and consultation budget for housing regeneration.
22. To ensure compliance with Health and Safety at Work, Data Protection and other statutory requirements.
23. To promote the implementation of the Council's Equal Opportunities policies.
24. To undertake any other duties consistent with the basic duties and/or objectives of the post.

#### Generic Responsibilities

1. Understanding, knowledge and ability to follow guidelines that ensures compliance with Health and Safety at Work, Data Protection and other statutory requirements.
2. Understanding and commitment to promoting and implementing the Council's Equal Opportunities policies.
3. Knowledge and experience of using IT.
4. To undertake any other temporary responsibilities aligned with the overall purpose and grade of the role.

Knowledge, Qualifications, Skills and Experience	Essential or Desirable
<ul style="list-style-type: none"> <li>• Substantial experience of proactive and reactive communications / consultation within a high profile organisation.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Experience of providing direct advice and briefing to senior managers and/or elected members on engagement / consultation.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Experience of project management in communications, working across a wide range of activity, including communications campaigns, marketing and events, and community engagement / consultation.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Experience of working in a highly pressured environment and delivering results to tight deadlines.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• An understanding of working in a political environment.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• An understanding of the issues, opportunities and challenges facing the London Borough of Haringey.</li> </ul>	Essential

<ul style="list-style-type: none"> <li>• An understanding of local government, the services provided by local councils, and the responsibilities a council has to its residents.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Ability to work collaboratively to help create effective teams and relationships, trust and good morale, in a sometimes fast paced and highly pressurised environment.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Ability to manage allocated budgets to the standard required by the Council, while delivering high quality value for money services.</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>• Excellent writing skills with a clear, concise and lively prose style, and the ability to write for a range of different audiences.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Excellent oral communications skills.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Ability to translate complex information into a clear and approachable format for a wide range of audiences.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Personal and professional demeanour to gain confidence and respect as a representative of Haringey Council.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Good attention to detail and ability to operate to tight deadlines in highly pressured environments.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Ability to operate effectively in an environment of constant change.</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• Ability to acquire new skills and knowledge and to be responsible for own personal development and learning.</li> </ul>	Desirable
<ul style="list-style-type: none"> <li>• Ability and willingness to work outside normal office hours as required.</li> </ul>	Desirable
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• A relevant professional or management qualification, in particular Project Management, is useful but not necessary.</li> </ul>	Desirable
<p><b>Knowledge/Skills</b></p> <ul style="list-style-type: none"> <li>• Awareness of the requirements and rules governing council publicity (including Local Government Act 1988 and the Government's Code of Practice on Publicity).</li> </ul>	Essential
<ul style="list-style-type: none"> <li>• A knowledge of and personal commitment to Haringey Council's equal opportunities policies, and to realising the Council's equalities policies through service delivery and personal conduct.</li> </ul>	Essential

## Main Contacts & Other Information

1. Housing Project Managers
2. Housing Enabling Officer
3. Housing Programme Manager & Programme Support Officer
4. Housing Strategy & Commissioning Team
5. Regeneration
6. Housing & Growth
7. Home for Haringey
8. Finance
9. Corporate Property
10. Corporate Programme Office

## Additional Information

Please complete the additional information as fully as you can.

Supervision / Management of People				
Please indicate which group best describes the total number of staff the post holder is responsible for:				
None	Up to 5 staff	6 to 15 staff	16 to 49 staff	50 plus staff
x				
Are the staff based at the same work location?				Yes
Will the post holder be responsible for contract / agency / project staff?				No

In the normal course of their duties would it be reasonable to expect the job holder to undertake, or be involved in, any of the following on a regular basis.

If Yes, please provide an estimate of the % of their working day this involves.

Work Environment					
Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Office duties.	Yes	80%	Use of a computer.	Yes	80%
Audio typing.			Crisis or conflict situations.		
Walking more than a mile.			Manual handling.		
Working alone or in isolation.			Working in confined spaces.		
Driving a car, van or minibus.			Preparing or serving food.		
Exposure to infectious diseases, e.g. Tuberculosis (TB) or Hepatitis B.			Working in awkward positions, e.g. stooping, bending, reaching.		
Exposure to substances hazardous to health, including lead, asbestos or radioactive substances.			Operating heavy or hazardous machinery including forklifts, diggers or cranes.		
Regular and repetitive movements.			Working shifts / unsocial hours, nights.		

Outdoor work involving uneven surfaces.			Standing or sitting for prolonged periods.		
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Activity	Yes/No	% of working day	Activity	Yes/No	% of working day
Working shifts / unsocial hours / nights.			Working at heights / on ladders, roof work.		
Teaching, or responsibility for, children.			Outdoor work involving extremes of temperature.		
Electrical hazards.			Control and restraint.		

<b>Resources – identify &amp; list personal and identifiable accountability for physical and financial resources including those of clients:</b>
N/A
<b>Cash/Financial Resources - Is the post personally and identifiably accountable for the accurate handling / security of cash and cheques? If yes, specify the average amount controlled at any one time and the nature of the accountability:</b>
N/A
<b>Plant/Equipment - is the post personally accountable for the proper use / safekeeping of plant / equipment? If yes, please indicate the type(s) of plant/equipment and the nature of the accountability:</b>
N/A
<b>Stocks/Materials - Is the post personally accountable for materials / items of stock? If yes, please indicate the type and approximate value and the nature of accountability:</b>
N/A
<b>Data Systems - is the post personally accountable for the use, manipulation and safekeeping of data systems whether manual or computerised? If yes please indicate the type of system(s) and the nature of the accountability, whilst explaining the importance of the data systems to the Council's operations:</b>
N/A
<b>Buildings - Is the post personally accountable for the proper use and safekeeping of buildings? If yes please indicate the type of building(s) concerned and the nature of the accountability:</b>
N/A