

**Manchester City Council Role Profile****Communication and Engagement Officer, Grade 7****Waste Recycling & Street Cleansing Service, Neighbourhoods Directorate  
Reports to: Improvement Manager****Key Role Descriptors**

The role holder will provide a high quality, professional service utilising expertise to support the resolution of complex issues to enable organisational stakeholders to deliver services in line with corporate aims and objectives.

**Key Role Accountabilities:**

Be a member of and contribute fully to a team supporting a range of services within a specific area of the Council, securing timely and effective support and advice for managers.

Deliver work-streams and projects commissioned by key stakeholders, acting as advisor in relation to service projects and strategy implementation to support the effective decision-making processes of the Council and to enable it to meet its legal obligations.

Ensure that work packages delivered are in line with organisational direction of travel and agreed policies / procedures, including consideration of Public Service Reform principles.

Provide robust and effective analysis of information, using outputs to inform work packages and advice to client services. Support the development and implementation of systems and processes which prioritise work requests based on meeting key corporate objectives.

Proactively assist the monitoring and review processes and procedures to ensure that key performance indicators are met and implement strategies and procedures to continually enhance the service.

Maintain competence in subject matter specialism, undertaking research and information gathering to ensure Council adopts and maintains best practice in areas of specialism, providing ad hoc advice as required.

Roles at this level may be required to manage a range of assigned resources. Staff management duties may be either through direct line management (including appraisals, performance management and other duties) or through matrix management of a virtual team of officers. The roleholder will be expected to effectively co-ordinate resources to support the principals of 'joined up' response.

Personal commitment to continuous self-development and service improvement.

Through personal example, open commitment and clear action, ensure diversity is positively valued, resulting in equal access and treatment in employment, service delivery and communications.

**Where the roleholder is disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the role. If, however, a certain task proves to be unachievable, job redesign will be given full consideration.**

**Role Portfolio: -**

This role is the officer responsible for communication and engagement with residents, businesses, colleagues, partners and Elected Members in relation to Neighbourhood Operation services, including the Waste, Recycling and Street Cleansing service, with a focus on delivering the Fly-tipping and Litter Strategy and Clean & Green Manchester.

The role holder will develop and deliver effective, high-quality communications activity and content in line with our agreed strategy. They will have a role in influencing the future strategic direction and for designing the implementation and action plan bringing our strategy to life.

They will take responsibility for content generation, monitoring existing communication channels and making recommendations to improve and lead the development of new channels where required.

They will provide advice to colleagues within the service on how to deliver effective engagement and communication, ensuring activity is developed, delivered and evaluated effectively. They will recognise the different needs of teams and will adapt their approach accordingly. They will be an enabler and will help embed best practice in every team.

The successful candidate will have excellent communication skills, experience of building strong relationships. With a personal ethos of continuous improvement, they will strive to develop new ways of working, increased efficiency and creative solutions to ensure the service is best able to achieve its objectives.

Working with the Corporate Communications Team and local delivery teams, the role holder will ensure there is a consistent and coordinated approach, with our residents and their needs at the heart of what we do.

This role will report into the Waste, Recycling and Street Cleansing Team but will provide support to other operational services within the Neighbourhoods Directorate.

**Waste, Recycling and Street Cleansing Portfolio:**

The Waste, recycling and street cleansing functions are organised into two teams - a dedicated Contract Management Team to effectively manage the performance of the contract; and an Improvement Team to develop, co-ordinate and monitor a range of programmes and activity designed to change behaviour to reduce the cost of services.

The Contract Management Team manages the performance and compliance of the contractor through the Waste Collection and Street Cleansing Strategic Board. The team are responsible for developing and delivering the strategy for operational services, compliance and behaviour change at a Citywide level and working with

Neighbourhood Teams to agree localised strategies at an area level. It will work with and influence the Greater Manchester Waste Disposal Authority and seek to shape central Government policies. The team will be responsible for improving the performance of the City's cleanliness, recycling levels and general environmental attractiveness.

The Improvement Team is responsible for overseeing and delivering a continuous programme of behaviour change initiatives and campaigns for residents and visitors to the City, generating reductions in residual waste tonnages and making significant financial savings. The team will develop an approach that is strategic, targeted, evidence based and high profile to identify the most efficient measures to increase the cleanliness and reduce the cost of waste disposal in Manchester.

This role sits in the Improvement Team.

## **Communications and Engagement Officer – Key Behaviours, Skills and Technical Requirements**

### **Our Manchester Behaviours**

- We work together and trust each other
- We're proud and passionate about Manchester
- We take time to listen and understand
- We 'own it' and aren't afraid to try new things.

### **Generic Skills**

- **Communication Skills:** Is able to effectively transfer key and complex information to all levels of staff, adapting the style of communication as necessary and ensuring that this information is understood.
- Speaks fluently, expresses opinions, information and key points of an argument clearly, makes presentations and undertakes public speaking with skill and confidence.
- Writes convincingly and clearly, succinctly and correctly, avoids the unnecessary use of jargon or complicated language; writes in a well-structured and logical way and structures information to meet the needs and understanding of the intended audience.
- **Analytical Skills:** Ability to identify patterns and trends that may impact on decisions and propose realistic conclusions identifying the risks and any assumptions made.
- **Planning and organising:** Excellent time management skills, creating own work schedules, prioritising, preparing in advance and setting realistic timescales for own self and others. Has the ability to visualise a sequence of actions needed to achieve a specific goal and how to estimate the resources required.
- **Problem Solving and Decision Making:** Continually performs at high levels of achievement, demonstrating tenacity, energy and commitment to achieve desired results.
- **Creative Skills:** Ability to find creative solutions where there are no existing parameters or procedural framework
- **Strategic Thinking:** Skills to develop measures and methods for monitoring and evaluating performance against the strategic plan.

- **Research and Intelligence:** Seeks out rigorous research into new approaches and looks for the potential to develop existing approaches
- **ICT Skills:** Ability to use multiple applications, systems and associated software packages.
- **Financial Management:** Ability to monitor and maintain expenditure, ensuring that financial targets are met, and being accountable for any areas where budget and expenditure exceed their agreed tolerances.

#### Technical Requirements (Role Specific)

- Media or communications skills, experience or qualifications
- Knowledge and understanding of events management