

Job Description

Job Title	Employee Engagement Lead
Grade	P08
Reporting to	Organisational Development Manager
JD Reference Number	CSUP0081P

Purpose:

Develop and lead employee engagement and communication strategies to support the successful delivery of an ambitious programme of organisational change and development.

Main duties and responsibilities:

- Support the Organisational Development Manager to ensure that managing the impact of change on employees is at the heart of everything we do, developing appropriate engagement and communication strategies for all internal stakeholders.
- Work collaboratively across Programme Management Office, Communications Team Human Resources and with HR Business Partners to support delivery of change projects.
- Develop and deliver high-quality and innovative employee engagement and communication plans and material which builds a strong and coherent narrative of change, ensuring effective channels for distribution are in place.
- Identify, target and influence key stakeholders through strategic activity in order to support the delivery of programmes and projects.
- Develop and evaluate high quality engagement and communication campaigns which support strategic programmes and projects to successfully deliver organisational change.
- Deliver high-profile internal communications activity including engagement events, senior leaders' engagement and campaigns.
- Take a lead role in developing the employee voice.
- Support the development of organisational change agents.
- Develop new and innovative ways to engage with employees including seeking and acting on their feedback to identify the most effective methods, working with the change advocates to support their employee engagement work.
- Develop KPIs to measure effective engagement of employees.
- Working with the team to design and develop video content on specific topics
- Hold regular Employee Focus Groups to seek views and feedback on key business issues, providing a summary report of outcomes to SLT & CMT as required.
- Undertake other reasonable duties commensurate with the job role.

Essential Skills, Behaviours, Knowledge and Experience

- Educated to degree level or equivalent, preferably in a related field such as Human Resources / Organisational Development, Marketing, Communications, Advertising or Public Relations

- Confident communicator, with highly developed interpersonal skills and the ability to build positive working relationships with all colleagues including Senior Managers, employees and Trade Union representatives.
- Excellent planning, time management and organisational skills with the ability to prioritise work whilst remaining flexible to changing demands.
- Ability to communicate clearly, both verbally and in writing, in order to persuade and influence others.
- Skilled in the use of web and internet communications.
- Excellent written skills with attention to detail, accuracy and ability to adapt style to audience.
- Ability to influence others in challenging circumstances.
- Awareness of key Council priorities and corporate issues / initiatives which would impact on the management of employees.
- Ability to analyse information, identify trends and issues and recommend and implement solutions.
- Ability to demonstrate confidentiality, empathy and sensitivity.
- Good judgement and decision making skills.
- Ability to produce reports and present quantitative and qualitative information

Experience:

- Experience of working in an Internal Employee Engagement / Communication role
- Experience of developing impactful and meaningful communication and engagement strategies across a complex and diverse organisation
- Working in partnership with Leaders and Managers to drive and implement change initiatives.
- Influencing change initiatives with all levels of management/staff and across organisational lines.
- Demonstrable ability and experience of working with and influencing colleagues at a high organisational level
- Experience presenting to different audiences verbally, in writing and in presentation formats.
- Experience of event management.
- Identifying opportunities for continuous improvement, based on feedback, stakeholder engagement, trend analysis, etc.
- Experience in change management to improve efficiency and effectiveness.
- Experience of successfully delivering fast moving engagement across a multi-site environment.
- A strong background in creating and delivering impactful strategies surrounding employee engagement

Desirable Skills, Behaviours, Knowledge and Experience

- Holder of a Chartered Institute of Marketing (or similar) qualification
- Understanding of equality and diversity and commitment to creating a diverse programme, workforce and audience.

- Experience of working within a political organisation
- Experience of media related work, including managing public relations projects

Our values

The post holder will be able to demonstrate how they role model Wirral Council values:

- Customer focused
- Professional
- Ambitious
- Accountable

Additional Information

- Able to attend evening meetings on occasion
- On occasion, may be required to work at weekends.

Date of approval

14th December 2021