



Cumberland Council

Post Specification

Date	13 November 2023
Post Group Number	8083
Post Title	HDRC Communications and Engagement Officer
Job Family	Organisational Support
Job Family Role Profile	OS11
Final Grade	Grade 11

To be read in conjunction with the job family role profile

Service Area description

Cumberland Council has been awarded £5 million by the National Institute for Health and Care Research (NIHR) to become a 'Health Determinants Research Collaboration' (HDRC), as part of a wider £50 million investment from the NIHR for a selected number of local authorities across the country to build capacity and capability to conduct high quality research to address health inequalities and improve health outcomes. The HDRC will shape Cumberland Council into a modern empowering council underpinned by research and evidence-based practice. Becoming a centre of excellence for sustainable Local-Authority and community-led health determinants research and experts in health inequalities in coastal, rural and dispersed communities.

The HDRC will substantially increase the Council's monitoring and evaluation capacity, enabling us to measure what works in addressing the wider determinants of health. The new HDRC will enable a culture change whereby our departments and staff are aware of the importance of the wider determinants of health and are confident in using, sharing and creating new research evidence. As a result of the HDRC, staff will be equipped and inspired to be innovative in their thinking, to develop research questions and seek support from the HDRC for research grant applications. Finally, the HDRC will engage communities, supporting them to have a clear voice throughout everything this research collaborative seeks to achieve.

Purpose of this post

Cumberland Council are seeking to recruit an enthusiastic and engaging individual, to lead and deliver on Public Involvement and Community Engagement (PICE) in research, on behalf of the Health Determinants Research Collaboration, working closely with our academic partners (University of Cumbria and University of Central Lancashire). You will be providing expert advice and challenges to shape the good quality engagement and involvement in research, on which the Collaboration's success relies and to contribute to the research evidence base to inform practice. This role will also lead and oversee the Cumberland HDRC website, blog, and social media channels.

Key job specific accountabilities

- To develop and lead the provision of a systematic, integrated, and effective involvement and engagement function for the Collaboration, ensuring the highest standards of data quality.
- Contribute to the development of, and lead the implementation of the PICE strategy, developed to support the HDRC.
- Develop high-quality, reciprocal relationships with local community groups and organisations who have a research interest.
- Contribute to research studies that aim to better understand aspects of PICE

- Act as an expert advisor regarding involvement, engagement in research, and co-design approaches, able to draw on both practice and evidence to provide advice and technical guidance to all arms of the Collaboration, across all partners.
- Oversee the development, management, and maintenance of involvement tools, and NIHR guidance, ensuring that good practice is effectively shared across the Collaboration.
- Lead the commissioning and contract management of consultation & engagement tools e.g., online engagement platforms required to support the work of the Collaboration
- Work day-to-day in partnership with the Engagement and Involvement leads within each of the Collaboration partners
- Identify and implement innovative approaches to consultation, engagement, and co-design, including a range of engagement techniques, social media, and new technologies.
- Supporting and contributing to local strategies and providing regular reports and updates to relevant existing and HDRC governance structures including Partnership Boards, Health and Wellbeing Board, Scrutiny, Cabinet & Council, and key partners' Boards.
- To support research officers to work alongside the community and voluntary sector to design new Cumberland-wide service models which facilitate inclusive research.
- To take lead responsibility for ensuring that proportionate due diligence and remuneration are being applied for partner community/voluntary sector organisations before entering into any partnership or collaborative arrangement.
- Develop relationships with Community and Voluntary groups across Cumberland, which can be mobilised to ensure the voice of the more vulnerable residents are informing priorities in research.
- Any other duties and responsibilities within the range of the salary grade.
- Developing and contributing to research bids to secure additional funding.
- Contributing to or leading papers and publications that report the results of studies and activities.
- Drawing on the PICE evidence base to inform and spread good practice.

Cumberland Council is totally committed to continuous organisational and employee development. The post holder is required to participate fully in all initiatives that facilitate continuous improvement in both service quality and employee development and performance.

Please note annual targets will be discussed during the appraisal process

Key facts and figures of the post

Budget Responsibilities	<ul style="list-style-type: none"> • No direct responsibility for budget management, however the successful candidate will have a responsibility for efficiently deploying finite resources to support the effectiveness of the role • To suggest proactive and innovative ideas for efficiencies in the resources required to undertake the post holders' role as well as remit of the wider team.
Staff Management Responsibilities	<ul style="list-style-type: none"> • No direct line management responsibility • Horizontal and vertical impact across Cumberland Council and other organisations involved in the HDRC, e.g., NHS, Universities and VCSE • Responsible for content of internal and external communications such as newsletters and the reputational risk associated with these • Reporting and networking across the other authorities that are NIHR-funded HDRCs, collaboration and sharing of findings and best practice.
Other	<ul style="list-style-type: none"> •

Essential Criteria - Qualifications, knowledge, experience and expertise

Qualifications

- Educated to degree level within a relevant discipline or equivalent substantial experience
- Evidence of continuous professional development relevant to the job role.

Knowledge

- Knowledge and understanding of engagement involvement and consultation methods in research plus extensive experience in designing and delivering such methods within the Public Sector.

- Knowledge of a range of effective methods across the engagement spectrum especially collaboration involvement and empowerment
- Knowledge of the voluntary and community sector and how this differs and compliments the public and private sectors
- Detailed knowledge of working with the voluntary sector and volunteers, specifically how to recruit, motivate and retain them
- Understanding of project management techniques, including performance management and evaluation.

Skills and Abilities

- Ability to work effectively with multi-sector partnerships, acting in the lead community involvement role to find solutions, overcome barriers and reach shared outcomes
- Ability to be impact and solution focused on the end goal and ensure delivery
- A highly effective communicator at all levels and using a variety of methods both verbally and in writing to a wide range of audiences.
- Ability to convey complex information such as research criteria to a range of audiences so that it is clearly understood
- High-level interpersonal skills and the ability to make presentations to organisations/groups.
- Effective organisational skills and an ability to work unsupervised and demonstrate initiative.
- High-level ICT skills - word processing, spreadsheets, databases, and other appropriate systems.
- Able to negotiate and reach agreements
- Strong influencing skills
- Work flexibly, as part of a team, motivating others by demonstrating creativity and imagination.
- Developed the ability to build strong, productive relationships

Experience

- Experience in partnership working including complicated multi-agency/sector arrangements involving multiple organisations
- Relevant work experience in a public/voluntary/community sector environment
- Developing relationships across communities
- Experience in championing community voice/active community involvement in projects/programmes
- Experience in implementing complex programme/projects
- Demonstrable interest in research and willingness to contribute to the PPIE evidence base

Disclosure and Barring Service – DBS Checks

- This post does not require a DBS check.

Job working circumstances

Emotional Demands	Minimum exposure
Physical Demands	Normal effort required
Working Conditions	You will take a hybrid approach to working, attending relevant meetings in person as required

Other Factors

- UK driving licence is desirable due to the geographical footprint of Cumberland and Cumbria
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