



# City of Westminster

## Communications & Engagement Manager

<b>What we value at Westminster</b>	<p>Westminster City Council believes in creating a fairer Westminster, putting residents first. We will put residents at the heart of our decisions, and campaign for a government that is on their side.</p> <p>We work together to adapt to the changing needs of our communities – resulting in a dynamic atmosphere where ambition, diversity and creativity are celebrated.</p>
<b>Our culture</b>	<p>At Westminster we have a culture of openness, transparency, and integrity – where everyone has the opportunity to thrive and develop to be the very best.</p> <p>The Westminster Way is the council’s commitment to our staff and is underpinned by three pillars:</p> <ul style="list-style-type: none"><li>• <b>Personal development:</b> Everyone has talent. We want everyone to thrive at Westminster and so we take the time to nurture talent – coaching and mentoring our people to be the very best.</li><li>• <b>Value our people and diversity:</b> Everyone is valued. We embrace our differences, to bring new perspectives to the future challenges of our city.</li><li>• <b>The Westminster Way of working:</b> Everyone is a leader. At Westminster we encourage everyone to develop themselves to have a growth mindset and an outward looking approach to provide the best service to our residents, businesses, and visitors. We champion modern and agile working and an open and transparent outlook to the way we work.</li></ul> <p>In order to do the very best for our communities, we believe that our workforce should be representative of the people we work on behalf of, our residents. That’s why at Westminster we celebrate and embrace our differences.</p> <p>We are passionate about creating a workplace where all can thrive, and where every single person has the opportunity to develop, grow and to be valued for their contribution.</p>
<b>Portfolio/responsibilities of this role</b>	<p><u>Ways of working:</u></p> <p>Our new ways of working break down structural, project and professional silos, group our team members together around the project outcomes and milestones we are trying to collectively</p>

achieve. Leaders will create an inclusive and supportive environment where our people can realise their potential, actively contribute and work together across these artificial boundaries.

In every role in our team, we need brilliant, energised, and positive people to help bring our ambitions to life.

The leadership team will be ambitious, community, client and outcome focussed, drive momentum and value, recognise and nurture talent.

As a leader, you will:

- Create project and team environments that are positive, successful, and fully inclusive, recognising and supporting growth and opportunity for all team members.
- Use best practice and exceptional communication skills to motivate teams and individuals to create positive work environments where all participants feel valued and actively contribute.
- Use agile working techniques to:
  - Embed genuine, energised collaborative working between all teams.
  - Facilitate productive, solution orientated discussion with WCC departments and wider stakeholders.
- Set out a clear performance management structure that supports staff to be accountable and take ownership of risks and issues.
- Be responsible for working closely with other leaders to develop, evolve and improve the way teams gel and work together to achieve shared outcomes.

Overview of specific post responsibilities:

Our engagement teams are passionate about delivering outcomes for our diverse communities with authenticity. This role requires you to lead a team that reaches into our communities to understand their needs for new developments, to maintain enthusiasm and momentum for the benefits the scheme will deliver and to celebrate major progress milestones along the way.

You will:

- Ensure the team forms a critical link between communities and the regeneration/development programmes.
- Support and develop all members of the team.
- Recruit and develop a mix of team members who represent local communities and can communicate with ease with the diverse population and stakeholders.

	<p>You will ensure the team takes consistent approaches to engage and involve all sections of the community, managing the flow of communication between the community and the council, including to senior managers, stakeholders, and elected Members.</p> <p>You will manage messaging across all team outputs to ensure it is clear and consistent in a complex and evolving programme.</p> <p>You will take responsibility for identifying and managing communications risks, open and transparent communication and maintaining the reputation of the Council.</p> <p>The Regeneration &amp; Development Department will now operate across four distinct stages within the project cycle:</p> <ul style="list-style-type: none"> <li>• Preparation, Brief, Design &amp; Planning</li> <li>• Procurement</li> <li>• Technical Design &amp; Construction</li> <li>• Handover &amp; Aftercare</li> </ul> <p>It is your responsibility to interpret your role across and at each of these stages complete with a full understanding of the workflows and interdependency of various teams within the department to ensure your overriding responsibilities are met.</p> <p>You will maintain the link with the corporate communications team – who lead on media and strategic communications etc.</p> <p>As an active member of project management teams, you will work with the leaders of other teams in the programme to share ideas, deliver high quality work and spot opportunities.</p>
	<p>Budget Responsibilities: Commensurate with the band and delegated authority.</p> <p>Staffing: up to 5 direct reports.</p>
<p><b>What do we expect this role to achieve?</b></p>	<ul style="list-style-type: none"> <li>• Your primary purpose will be to maximise the number of voices from the local community that are heard by individual project teams. This means delivering communications and engagement activity with as broad an audience as possible, using a variety of channels and tactics to reach the range of people living in this diverse community in an accessible and authentic way.</li> <li>• You'll create positive stories showcasing the wider benefits of the programme to the local community, both now and in the future. You'll be adept at taking every opportunity to remind people of this and build a positive reputation locally and more broadly for the Council.</li> </ul>
<p><b>Band/Salary range</b></p>	<p>Band 4</p>

<b>Work style</b>	Agile and flexible working conditions. You will be expected to be the lead manager in the public facing office on a rota.
<b>Your manager &amp; team</b>	Reports to: Senior Communications and Stakeholder Manager Within the GPH Regeneration and Development team
	Direct Reports: 4-5 engagement professionals
<b>Experience</b>	<p>Your experience will cover both the communications and engagement fields (although we accept that candidates may have more experience in one than the other).</p> <ul style="list-style-type: none"> <li>• <b>Community engagement:</b> you'll have led on a variety of projects where you have involved the local community in planning, delivery, or co-production of the projects you are working with in an urban, diverse setting.</li> <li>• <b>Communications:</b> you'll have planned and executed communications plans that inform people, as well as plans that create behaviour change. You'll be adept at drafting messaging that suits the needs of both the audience and the project.</li> </ul> <p>Your experience could have been gained on regeneration or housing programmes, in local government, or other relevant public facing roles. Familiarity with local government processes will be valuable.</p> <p>You will have worked on projects that have a tangible impact on the community. Ideally, you will have worked on consultations for construction projects.</p> <p>You'll have line managed individuals and preferably led a team, and you will be able to adapt your style to get the most out of the people you lead.</p>
<b>Skills</b>	<p>The ideal candidate will be able to demonstrate skills in:</p> <ul style="list-style-type: none"> <li>• <b>Team leadership:</b> you will be able to manage and develop the individuals in the team, as well as building an environment in which the team enjoys delivering high quality work.</li> <li>• <b>Strategy development:</b> you will be able to write and execute strategies (communications and / or engagement) that address a particular need effectively. You will be able to explain what worked and why, as well as what didn't work and why.</li> <li>• <b>Delivering comprehensive communications / engagement tactics:</b> you will know the ins and outs and potential pitfalls of different tactics and be able to confidently lead the team through delivering them.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Writing:</b> you will be able to edit and draft copy that is accessible by a diverse community, many of whom don't have English as a first language.</li> <li>• <b>Risk:</b> you will be able to identify communications risks and plan mitigations to handle them.</li> </ul> <hr/> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Proven skills in team leadership; strategy development; community engagement; communications.</li> </ul>
<p><b>Corporate standards</b></p>	<ul style="list-style-type: none"> <li>• <b>Resources / Financial management</b> We expect you to manage delegated budgets, funding, and resources in line with our processes and our Westminster Way.</li> <li>• <b>Values and behaviours</b> Our values and behaviours are at the heart of everything we do. We expect you to work in this Westminster Way empowering, engaging, and encouraging your teammates to deliver our corporate vision.</li> <li>• <b>Compliance</b> We expect you to ensure legal, regulatory and policy compliance in area of your specialism, identifying opportunities and risks and escalate/report where appropriate.</li> <li>• <b>Equality and diversity</b> We value equality and diversity as a City Council, and we want you to support and promote this in your day-to-day work.</li> </ul>
<p><b>Additional values and behaviours for Managers</b></p>	<p><b>People and Service Management</b></p> <ul style="list-style-type: none"> <li>• Role model the Westminster Way: <ul style="list-style-type: none"> <li>○ Demonstrate inclusive leadership</li> <li>○ Take the lead in driving initiatives</li> <li>○ Be proactive in being forward and outward looking, by regularly investing in own development.</li> </ul> </li> <li>• Driving forward performance by empowering staff to take the lead. Setting high standards, encouraging improvement and innovation. Supporting the team to achieve by adopting a coaching style of management.</li> <li>• Having regular employee led conversations to develop our people – creating a safe environment for learning, taking time to understand their strengths and motivations, stretching them, and coaching them to achieve.</li> <li>• Managing budgets responsibly – planning, monitoring, and adapting budgets to respond to changing priorities.</li> <li>• Delivering the Medium-Term Plan.</li> <li>• Working within the democratic framework - understanding the democratic process and its role in public organisations,</li> </ul>

anticipating Member needs, and responding to their feedback.

**Leadership and Engagement**

- Inspiring the team to deliver the corporate vision, embrace change and develop opportunities.
- Delivering the corporate vision – developing and communicating a direction for my service which keeps us focused on delivering the priorities of the corporate vision and makes it central to everything we do.
- Leading change - being realistic, transparent, and clear on the challenges. Communicating the reasons for change and ensuring understanding. Inspiring people to get involved, to question, and to take change forward.
- Making difficult decisions – tackling issues proactively and finding solutions, being accountable for the decisions that have been made.
- Engaging staff, communities, and customers - winning strong support through effective and regular communication, collaboration, and feedback.
- Being commercial – creating opportunities to generate growth, income and maximise commercial potential.