



JOB DESCRIPTION

Job Title:	Head of Engagement and Events	
Post Number(s)	208056	Grade: HMG1
Department:	Communications and Engagement	
Section:	Engagement and Events	
Reports to:	Assistant Director for Communications and Engagement	

PURPOSE OF ROLE

The Head of Engagement and Events will ensure Hounslow's residents, businesses and other stakeholders know how to engage with the Council on the issues which matter to them, feel empowered to do so and trust we will listen.

You will develop new and innovative ways to ensure the borough's diverse communities are reached and represented, and support colleagues with their consultation and engagement, embedding a culture that 'good engagement is everyone's business'. Your team is the strategic hub for engagement, ensuring best practice is embedded, that projects are coordinated and complementary, that audience insight is shared and that feedback shapes decisions.

As the lead for events, your team is responsible for the delivery of the Council's major corporate and civic events. You also support colleagues to deliver professional and relevant events, and work with third party organisers to put on a variety of well-run events which increase civic pride and community cohesion, ensuring a vibrant calendar of events which benefit communities across the borough and attract visitors from outside.

CORE ACCOUNTABILITIES

- Lead the continuous development and delivery of the Council's engagement and events strategies, and associated workplans, ensuring they align with corporate priorities and embed consistency and best practice.
- Lead on major consultation and engagement projects, ensuring clarity of objectives, alignment with corporate priorities, appropriate scheduling, reach and representation of target audiences, and effective evaluation.
- Support Council colleagues and Members to engage effectively, embedding consistency and high standards, and enabling creativity and innovation.

- Develop, with colleagues, Members and key stakeholders, an annual plan of statutory consultations and engagement exercises to ensure a coordinated approach which supports Council priorities and is adequately resourced.
- Be an ambassador for the Council's approach to engagement, supporting collaboration with partner organisations and embedding consistency and best-practice across the borough.
- Lead on engagement with Council tenants and leaseholders ensuring they have a range of accessible opportunities to improve and influence the housing services, delivering on the requirements of the Government's Charter for Social Housing Residents.
- Support the development and implementation of new community engagement mechanisms which provide a diversity of ways to empower residents to take part in discussions and decisions which affect them, and find their own mechanisms for engagement.
- Continually develop effective and timely approaches to residents and stakeholder surveys, including delivery of the biennial Hounslow Resident Survey and Tenants and Leaseholder Survey.
- Continually develop the Council's consultation and engagement platforms, keeping abreast of innovations to improve user experience and data analysis.
- Lead on the delivery of the Council's major corporate and civic events programme, and advise and support Council colleagues and Members to run effective events which enhance the reputation of the Council and borough.
- Develop, with colleagues and Members, an annual calendar of Council-managed events which engage a variety of communities and stakeholders, align with corporate priorities, support civic pride and community cohesion, and attracts people to the borough.
- Be an ambassador for the Council's approach to events, establishing strong relationships with third party organisers which encourages well-managed and inclusive events which enhance the reputation of the Council and borough.
- Explore and develop opportunities for income generation through events and commercialisation of Council event spaces.
- Build strong, influential relationships across the Council – including Members, the Corporate Leadership Team, senior colleagues and service managers.
- Be an expert source of professional guidance, latest information and constructive challenge for senior officers, Members and partners on statutory consultation, engagement and events.

- Effectively lead and manage high-functioning teams, with an ethos of empowerment, professionalism, innovation, collaboration and learning from best practice, ensuring the Council's values are embedded.
- Support the Council's values by setting an example through personal behaviour and positive leadership.
- To deputise for the Assistant Director of Communications, Public Affairs and Engagement in his/her absence as they deem appropriate.

THE VALUES THAT DRIVE US:

Lead with heart

We're here for the people of Hounslow. We work together with them and for them with care and compassion, with patience and in partnership. We put ourselves in other's shoes, remembering that every person is different, and every interaction is a real moment in their lives. We always feel first.

Do new

We need to do things differently if we're going to help Hounslow people thrive in the future. Hard work is important but it's not enough on its own. We need to challenge ourselves to break new ground, invent new approaches, try new ideas keep moving forward and keep improving. That means being ready to stop doing things we've done before. It means taking on risk and backing each other when we take a leap.

Pass on the power

The world keeps on changing and we need to change with it. We won't be able to adapt fast enough to the future needs of our residents if we stick to old fashioned command and control. We need to hand over responsibility and give people more power to make decisions and take action themselves. It's about being transparent and straightforward. It's about providing tools and support. But most of all, it's about being ready to trust each other to do the right thing.

Harness the mix

We work together, across disciplines and roles. We talk lots, share our insights, our skills and experience. We're not interested in siloes or defensiveness. We're always open to different approaches, we're flexible and ready to adapt. We break down the barriers between our parts and people to unlock the problem-solving power of our amazing mix of minds.

Be a rock

There's lots to do and people need us. It's up to us to take the initiative. To take responsibility. To stand up and be counted. Everyday. It's about being super focused, effective and efficient. It's about allocating our resources smartly and with good rationale – using data to help guide our decisions. But most of all, it's about having the strength and determination to keep on going through thick and thin.

ABILITIES AND BEHAVIOURS

- Lead and inspire diverse teams, with a focus on empowering, coaching and developing colleagues and fostering a positive organisational culture aligned to the Council's values.
- Provide confident, credible and visible leadership across an organisation, working closely with senior officers to develop and execute strategies and workplans to deliver continuous improvement across your services.
- Excellent interpersonal skills to relate effectively to colleagues, councillors, the public and other stakeholders to command their respect, trust and confidence and galvanise them to your cause.
- Operate effectively within democratic processes, demonstrating strong corporate and political acumen which underpins sound judgement and decision-making.
- A strategic thinker who sets clear and measurable objectives with a route to achieve them, plans several steps ahead and horizon scans to minimise risk and maximise opportunity.
- Adept at managing competing priorities, delivering complex work programmes and responding flexibly to changing circumstances.
- Set and deliver stretching targets, inspiring and empowering your teams to reach them.
- Engage in continuous professional development, actively seeking out best practice, enjoying developing networks across the sector and inspiring the same in your teams.

KNOWLEDGE AND EXPERIENCE

- Significant experience of engagement and events leadership at a senior level in a local authority or organisation of comparable scope and complexity.
- An experienced manager with a record of implementing professional standards and empowering and developing your people.
- Experience of advising senior leaders on engagement and events.
- Strong understanding of laws around statutory consultation.
- Strong understanding of consultation and engagement mechanisms.
- Strong understanding of rules and regulations around event organisation.
- Experience of establishing strong partnerships internally and with a range of external stakeholders.

- Experience of successfully managing resources within tight budgets, coupled with an entrepreneurial spirit to generate income.