



London Borough
of Hounslow

Head of Engagement and Events

Grade: HMG1

Salary: £62,556 to £77,360

Directorate: Assistant Chief Executive's

Reports to: Assistant Director of Communications
and Engagement

ARE YOU READY TO MAKE A CHANGE?



Ben Knowles

Assistant Director of
Communications and
Engagement

Crowned Council of the Year 2021 by the Local Government Chronicle, Hounslow is an outstanding council serving an outstanding borough. Through visionary leadership, a dynamic cabinet and a can-do culture, we're transforming how we serve one of London's most diverse boroughs.

Crucial to this is improving how we engage our communities and put the voices of residents and businesses at the heart of decision-making. We need our communities to feel empowered to engage with us and trust that we'll listen.

We're also ambitious to deliver and support an exciting and inclusive calendar of events – Council, community and commercial – which foster civic pride, community cohesion and make our residents proud to live here, and puts us on the map as a destination borough people want to visit.

With a corporate and political leadership which recognises the importance of meaningful engagement, and sees events as a strategic function which can bring a wide range of benefits, you'll be given the support and freedom you need to make your mark as one of local government's best engagement leaders.

THE 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.
- 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.
- Directly responsible for the Council's major corporate and civic events programme, your team will also support colleagues to deliver professional and effective events for their audiences.
- You will work with third party organisers to put on well-run events which increase civic pride and community cohesion, and, in conjunction with the Council's programme, ensure a vibrant calendar of events which benefit local communities, attract visitors and raise Hounslow's profile as a destination.
- Reporting to the Assistant Director for Communications and Engagement, you will play a key role in the Division's leadership, as well as working closely with the Council's Corporate Leadership Team and other senior officers to develop and execute your strategies and workplans.

CORE ACCOUNTABILITIES

Engagement



Lead the continuous development and delivery of the Council's engagement strategy, and associated workplans, ensuring it aligns with corporate priorities.



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.



Advise and support Council colleagues and Members to engage effectively, embedding consistency and high standards, and enabling creativity and innovation.



Be an ambassador for the Council's approach to engagement, supporting collaboration with partner organisations and embedding consistency and best-practice across the borough.

CORE ACCOUNTABILITIES

Engagement



Lead on 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.



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.



Continually develop effective and timely approaches to resident 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.



Be an expert source of professional guidance, latest information and constructive challenge for senior officers, Members and partners on statutory consultation, engagement and events.

CORE ACCOUNTABILITIES

Events



Lead the continuous development and delivery of the Council's events strategy, and associated workplans, ensuring it aligns with corporate priorities.



Lead on the delivery of the Council's major corporate and civic events programme, continually improving existing events and devising new ones, and support colleagues to run effective events which enhance the reputation of the Council.



Develop an annual calendar of Council-managed events which engage a variety of communities and stakeholders, 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.



WHO WE'RE LOOKING FOR

- You have significant experience of engagement and events leadership in a local authority or organisation of comparable scope and complexity.
- You have a sound understanding of laws around statutory consultation, of effective consultation and engagement mechanisms, and what makes a good event.
- Collaborative in spirit and with strong persuading and influencing skills, you can galvanise colleagues, Members, and other stakeholders to your cause and command respect, trust and confidence.
- A strategic thinker who sets clear and measurable objectives with a route to achieve them, you plan several steps ahead to maximise opportunity and minimise risk.
- Providing visible and supportive leadership, you empower, coach and develop colleagues and foster a positive culture aligned to your organisation's values.
- You engage in continuous professional development, actively seek out best practice, and enjoy developing networks, and you inspire the same in your teams.

THE 'ONE HOUNSLOW' 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.

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 barriers to unlock the problem-solving power of our amazing mix of minds.

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 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.

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.

EMPLOYEE BENEFITS

- **Annual leave** – Generous annual leave entitlements starting from 24 days and rising to 30 days.
- **Christmas closure** – Up to 3 days, between Christmas and New Year, if your office is closed.
- **Flexible working arrangements** - our focus is on the outcomes you deliver and we are flexible about where and how this is best achieved.
- **Local Government Pension Scheme** – Open to all employees, this is a tax approved, occupational pension scheme. Your contributions are based on a sliding scale according to your salary band.
- **Learning and development** – we want you to learn everyday. We have a fantastic range of resources and opportunities and are committed to your development throughout your career with us
- **Travel options** - Pool cars, Pool Bikes, Season Ticket Loans.
- **Staff wellbeing services** - Including access to Occupational Health, an Osteopath/Chiropractor and Employee Assistance Programme.
- **A range of family friendly leave options** – Maternity, Paternity, Parental and Shared Parental Leave
- **Premature baby leave and pay** – We are proud to have The Smallest Things Chartermark.

HOUNSLOW THE PLACE

- Hounslow is a vibrant, diverse borough with more than 275,000 residents who speak 188 languages. It's one of London's most enterprising boroughs, home to major names such as Sky and Disney, more than 15,000 small businesses, and a new Creative Enterprise Zone. It's leading the way in media, gaming and tech.
- With eight Underground and seven mainline stations, the M4/A4 and Heathrow on its doorstep, it's also one of London's most connected boroughs. It spans Zones 2 to 6 and has bustling town centres – Brentford, Chiswick, Feltham, Hounslow, Isleworth – and quality schools, most rated excellent or good. It boasts 168 parks and open spaces, including Osterley House and Park, Duke's Meadows, Gunnersbury Park, Boston Manor Park, Syon Park and Bedfont Lakes, and there are miles of picturesque waterways – including the River Thames, River Brent and River Crane.
- It has rich heritage and culture. Visitor attractions include Hogarth's House, Chiswick House and Gardens, Brentford Musical Museum, London Museum of Steam, Hanworth House, Hampton and Kempton Waterworks Railway and Hounslow Urban Farm. There are long-standing local markets and the recently launched Chiswick Flower market – the first new open-air flower market in London for 150 years. The borough's also home to the Junction 2 music festival.
- Top-flight football and rugby teams Brentford FC and London Irish RFC are based here, in the newly built Brentford Community Stadium, as are four theatres – Arts Centre Hounslow, Watermans, the Chiswick Playhouse and Chiswick Theatre Arts.

HOW TO APPLY

- To apply, please submit a CV and cover letter via <https://starfishsearch.com/appointments/>
- Your cover letter should be no longer than three sides of A4, Arial 12pt.
- The closing date for applications is Monday 29th May 2022. First stage interviews will take place week on the 7th/8th June 2022.
- For more information or to discuss the role, please contact penny.ransley@starfishsearch.com

Thank you for your interest

We value diversity. We're committed to creating an inclusive culture where everyone is able to be themselves, give of their best and reach their full potential. We believe that a diverse workforce helps us to better understand our communities and deliver the best for our residents.

We want to receive applications from all, regardless of age, gender identity, disability, marriage or civil partnership, pregnancy or maternity, religion or belief, race or ethnic origin, sex, sexual orientation, transgender status or social economic background. We want to harness the mix and ensure that everybody can apply.

We recognise the diversity of Hounslow's communities and we are particularly keen to hear from candidates who will improve our own diversity and strengthen our ability to communicate to all our residents.