

Role Title	Strategic Employee Engagement & Communications Manager
Grade	17
Reference Number	
Service	HR & Cultural Change
Function	HR, Talent & Culture Change
Reporting Manager	Head of HR, Talent & Culture Change

Role Purpose

Lead and manage a team of HR professionals to deliver the strategic and operational people priorities of the service and play a key role in business planning and continuous and innovative improvements.

As a key member of the HR&CC Senior Management team, this role will make a significant contribution to the effective leadership of our service and will champion 'Our People and Culture' strategy whilst also helping to shape and design the continuing evolution of this strategy.

This role is accountable for implementing strategies to increase colleague engagement focusing on creating a positive, healthy and inclusive work environment where employees feel motivated, satisfied and emotionally invested in the organisation's success which results in delivering excellence for the residents of Oxfordshire.

Responsibility for driving OCC's Delivering the Future Together (DTFT) values, being a role model within the service as an organisational leader, to deliver excellent services to Oxfordshire's residents. Delivering the Future Together, is our ambitious transformation programme enabling the organisation to be an employer, partner and place shaper of choice. Leading and driving OCC's value of 'daring to do it differently' as the organisation continues to strive to do better.

Corporate Accountabilities

- Work with Senior leaders to interpret **strategic priorities** and implement them.
- Work with other senior managers across the service and widely across the organisation to **embrace and embed matrix working** across teams ensuring better collaboration and sharing of best practice and knowledge to deliver service plans and priorities.
- Be a **role model** senior manager to deliver **our values and behaviours** at all times and responsible to develop and drive workforce plans in line with our people and culture strategy.
- Accountable to **manage and develop high performing teams** creating an **inclusive working environment**.
- Work collaboratively with other senior managers, stakeholders and partners to **drive continual improvements** in a proactive manner ensuring development and **delivery of service plans, workforce plans and operational priorities within timelines and budget**.
- Accountable to **deliver business transformation and change** in compliance with the organisation's policies and procedures.
- Identify developments in the sector and beyond, encouraging **innovation** and creative thinking within teams whilst **embracing technological improvements**.
- Deputise for Head of Service
- Able to **identify operational risks and mitigate** those risks in alignment with organisational risks.

Portfolio Accountabilities

- As a key member of the HR&CC Senior Management team, you will make significant contribution to the effective leadership of the service and its strategy development which will support the Council to be an employer, partner and place shaper of choice.
- To work with and influence senior stakeholders to lead, promote and shape Our People and Culture strategy and initiatives that position OCC as an employer of choice, driving positive employee engagement and creating healthy high performing teams.

- To provide strong, professional and managerial leadership across the Strategic Employee Engagement & Communications team being responsible for:
 - Promoting and supporting the effectiveness of the individual Performance framework
 - Employee experience and recognition framework
 - Internal communications
 - Wellbeing strategy
 - Equalities, diversity & Inclusion in the workplace
 - Managing the network of and impact of the Delivering the Future Together champions
 - Occupational Health contract management
- This team will lead on delivering the 'THRIVE' workstream of Our People & Culture Strategy to aid business outcomes and take a holistic approach to developing a positive employee engagement strategy which provides a range of innovative and robust solutions for services and support the organisation in retaining its talented workforce and becoming an employer of choice.
- This role is responsible for creating solutions that create a place of work where colleagues are able to do their best work and feel valued, inspired and focused, as well as work in an environment that supports our wellbeing. This role will lead a team to provide a framework of activities and services to ensure a targeted, joined up, fair and consistent offering to all, ensuring understanding the role that trust plays in the employment relationship and making sure people are listened to and have a voice in issues that impact them, which builds a 'performance' culture enabling employees (and the organisation) to thrive.
- To be the 'contract manager' for Occupational Health contract and other wellbeing initiatives ensuring that the organisation receives an effective and efficient service which provides value for money as well as being responsible for developing innovative alternative solutions to drive down these external costs.
- Work in a matrix way with the external communications team (to coordinate internal/external messaging and ensure colleagues hear organisational news from official sources); the marketing and design team (to commission marketing materials to support employee engagement activities); and the external consultation and engagement team (to co-design employee engagement initiatives).
- To support the Employee Engagement & Communications Consultants to provide strategic expert advice to internal stakeholders on organisation-wide and service-specific employee engagement and communications topics (for example, supporting the development of communications and engagement plans for transformation programmes).
- To strategically lead and manage the delivery of the Inclusive Workforce (Pillar 3) of the Council's Equalities, Diversity and Inclusion (EDI) strategy titled 'Including Everyone 2025 – 2029' framework which aims to create a fair and inclusive workplace culture, working in partnership across the organisation, in particular with the Council's Senior Policy Officer (Equalities) and with the colleague inclusion networks to ensure that a holistic approach is taken to deliver our organisation ambitions and priorities
- To work in partnership with Strategic People Partners and leaders of the council to enhance opportunities for positive two-way dialogue between colleagues and the leadership team(s) designing and delivering a coherent programme of communication and engagement activities to empower and support colleagues through shared knowledge and understanding.
- To manage a team which provides innovative solutions and tailor-made programmes which are aligned to our business priorities to champion a culture of curious thinking, continuous learning and professional development across the organisation.
- Lead, empower and mentor the Strategic Employee Engagement & Communications team, including communicating clear expectations, co-creating performance objectives, providing regular and timely constructive performance feedback, and supporting their overall well-being and professional aspirations.
- To challenge and influence business decision making and planning, to ensure robust people implications are considered. This includes challenging corporate and service priorities to drive strategic and operational excellence.

- To use computerised systems, technology, artificial intelligence (AI) and digital solutions to drive an efficient and effective service.
- Provide leadership, advocacy and expertise on equality, diversity and inclusion (EDI) ensuring EDI is integral to the work of the function and adheres to all legal and mandatory requirements.
- Evaluate risk and make changes to established plans to react to significant business challenges, opportunities or threats.
- Ensure leaders, managers and employees receive high quality and responsive support ensuring services are continuously improved to see if they can be delivered in a more cost effective and streamlined way.

Knowledge / Skills / Experience Required

- A professional with wide ranging and in-depth experience of all areas that the role covers
- A strong communicator with excellent oral and written communications skills, including presentation skills with ability to use different communication techniques i.e. technology, social etc.
- Expert knowledge of communications channels and methods to reach diverse audiences.
- Significant experience of developing effective workplans / 'road-maps' from service plans and / or business strategies
- Ability to write compelling copy, tailoring for different audiences and channels
- In depth understanding of regulations / legislation and best practice within their area of specialism and the wider sector. Understanding of national and local government developments, policy and emerging trends.
- Experience of working in a complex and diverse organisation and delivering against constant change and transformation and inspiring and influencing leaders and / or workforce to improve.
- Experience of working with key stakeholders including other public bodies
- Experience of working with Trade Unions in a political environment
- Excellent commercial acumen and financial management skills.
- Ability to use deep personal understanding of the agendas or motivations of others to keep them positively engaged, building behind the scenes support for ideas and initiatives
- Ability to recognise and make use of alliances/relationships to gain support for the Council's strategic plan and its implementation.
- Knowledge of the impact of underlying demographic, social or political drivers and understands the formal and informal politics at the regional and national level and what this means for the Council.
- Evidence of cultivating a high-performance, cost-effective culture, which delivers outstanding outcomes, through a variety of mechanisms, including structure, working methods, contracts etc.
- Excellent management and / or matrix management skills to motivate, mentor and develop team members to achieve high levels of performance
- Ability to manage, and develop teams, ensuring that all team members are valued and understand their contribution to the service
- Skilled to communicate, challenge, negotiate and influence colleagues, partners, key stakeholders and leaders
- Ability to interpret and distil complex information and present complicated issues in a simple way

Dimensions of Role

- Delegated responsibility for managing the procurement and contract management of Occupational Health contract circa £180k, EAP programme circa £44k, Access to Work budget circa £100k and other wellbeing initiatives circa £80k.
- Manage a team of circa 7 employees with 7 direct reports
- As part of the HR&CC Senior Management team, planning will be up to 4 years horizon

Working Arrangements

- Able to travel across the county and work from various office locations within the county.
- Contractual base as detailed on contract, but able to work on a flexible basis in line with our Agile Working Policy.

Leading Through Our Values and Behaviours

Providing clear and visible leadership by putting our values front and centre of every behaviour, decision and action.

- Always learning
- Be kind and care
- Equality and integrity in all we do
- Taking responsibility
- Daring to do it differently