


<b>Profile Title:</b>	Engagement Officer (Career Grade)	 <b>BARNSLEY</b> Metropolitan Borough Council			
<b>Reports to:</b>	Strategic Development Manager				
<b>Employee Management:</b>	None	<b>Grade:</b>	Lvl1: 06 Lvl2: 07	<b>Profile Ref:</b>	Lvl1: 117029 Lvl2: 130678

### Purpose of the Post

To develop and deliver action plans and varied activity programmes to re-energise library services in local communities, engaging with members of the public and community groups to proactively target demographic sectors under-using the Service and create thriving community and digital hubs.

### Responsibilities

#### Level 1

- To work as part of a team to develop and deliver a consistent brand and offer, creating local public engagement plans to support strategic outcomes and build new audiences.
- To proactively engage with local communities to jointly shape library services which respond to local needs
- To actively market and promote libraries as community destinations, acting as an advocate and championing their role in supporting local priorities.
- To act as lead champion for one or more national Universal Offers and strategic outcomes for public libraries.
- Contribute to the development of outreach activities, including arts and cultural experiences, to target demographic groups not currently using public libraries, changing perceptions and promoting the service utilising all media channels.
- To develop and deliver training for all staff across the Service on new initiatives and projects, supervising any grant funded staff appointed to deliver specific projects.
- Proactively liaise, negotiate, influence and collaborate with internal and external stakeholders including managers, employees, councillors and partnership agencies as required.
- To contribute to the creation of physical improvement plans for all libraries.
- To contribute to the development and implementation of a programme of mystery shopping and customer satisfaction surveys across all libraries.
- To be responsible for the development and capture of quantitative and qualitative data to demonstrate the success and impact of activities and the production of evaluation reports.
- To have a thorough understanding and utilise all systems relevant to the delivery of functions within the area of responsibility.
- To assist with identifying and applying for sources of funding to support the achievement of strategic outcomes.
- Assist in continuously reviewing and evaluating service provision to ensure it is fit for purpose, drives continuous improvement and is effectively using available resources.
- To represent the Service at meetings as required.
- Comply with all health and safety regulations, legal requirements, statutory requirements, standing

orders and financial regulations of the Council.

## Level 2

In addition to level 1

- To lead on developing, planning and evaluating a range of outreach activities, including arts and cultural experiences, to target demographic groups not currently using public libraries, changing perceptions and promoting the service utilising all media channels.
- To actively use information from customer satisfaction surveys and audience development plans to create targeted initiatives and address gaps in Service provision.
- To develop, submit and manage small to medium grant funding applications to support the Service's activity programme.

<b>Education and Training</b>	<b>Measure</b>	<b>Rank</b>
<b>Level 1</b> <ul style="list-style-type: none"> <li>• Minimum Level 4 qualification in a relevant area</li> <li>• Project management training</li> </ul>	A/C A/I	E D
<b>Level 2</b> <ul style="list-style-type: none"> <li>• Minimum Level 5 qualification in a relevant area</li> <li>• Project management training</li> </ul>	A/C A/I	E E
<b>Relevant Experience</b>	<b>Measure</b>	<b>Rank</b>
<b>Level 1</b> <ul style="list-style-type: none"> <li>• Experience of engagement activity with members of the public and community groups</li> <li>• Experience of developing successful partnerships in a community setting</li> <li>• Experience of delivering successful outreach, promotion and development activities</li> <li>• Experience working in a public library</li> <li>• Experience working in an arts environment</li> <li>• Experience of project management</li> <li>• Experience delivering training</li> <li>• Experience securing grant funding</li> </ul>	A/I A/I A/I A/I A/I A/I A/I A/I	E E E D D D D D
<b>Level 2</b> In addition to Level 1 <ul style="list-style-type: none"> <li>• Significant experience of engagement activity with members of the public and community groups</li> <li>• Significant experience of developing successful partnerships with community organisations, other public bodies/organisations or private sector.</li> <li>• Significant experience of delivering successful, targeted outreach, promotion and development activities.</li> </ul>	A/I A/I A/I	E E E
<b>General and Special Knowledge</b>	<b>Measure</b>	<b>Rank</b>
<b>Level 1</b> <ul style="list-style-type: none"> <li>• Knowledge and understanding of relevant national and local government policies, legislation and developments, including statutory responsibilities of public libraries.</li> <li>• Knowledge and understanding of communication, engagement and marketing tools.</li> <li>• A strong commitment to deliver excellent customer service.</li> </ul>	A/I A/I A/I	E E E

<ul style="list-style-type: none"> <li>• Knowledge of the application of digital technologies to service delivery and improvements.</li> </ul>	A/I	D
<ul style="list-style-type: none"> <li>• Knowledge of partnership working practices and principles</li> </ul>	A/I	D
<ul style="list-style-type: none"> <li>• Working knowledge of Microsoft applications, digitally confident and adept in the use of online resources.</li> </ul>	P/I	E
<p><b>Level 2</b> In addition to Level 1</p> <ul style="list-style-type: none"> <li>• Detailed knowledge and understanding of relevant national and local government policies, legislation and developments, including statutory responsibilities of public libraries and their application to developing related projects and initiatives</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Knowledge and understanding of the principles, practices and application of partnership working to developing library services.</li> </ul>	A/I	E
<b>Skills and Abilities</b>	<b>Measure</b>	<b>Rank</b>
<p><b>Level 1</b></p> <ul style="list-style-type: none"> <li>• Well-developed ability to manage a challenging workload under pressure and to deadlines, using own initiative and demonstrating skills in work prioritisation, organisation and time management.</li> <li>• Ability to adopt an effective approach to problem-solving, adapting to changes in circumstance or information.</li> <li>• Ability to motivate, support and enthuse staff, partners and members of the public.</li> <li>• Strong communication, negotiation and interpersonal skills with the ability to deal with a variety of internal and external stakeholders.</li> <li>• Ability to work as part of a team and in partnership with others to deliver common goals.</li> <li>• Imaginative and creative, with practical organisational skills.</li> <li>• Ability to monitor budgets and performance accurately</li> <li>• Accurate and methodical in the preparation of documentation, data or information and ability to present information verbally at meetings and by undertaking formal presentations, relevant to the designated audience.</li> </ul>	A/I	E
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<p><b>Level 2</b> In addition to Level 1</p> <ul style="list-style-type: none"> <li>• Ability to effectively manage projects, monitor budgets and performance accurately and complete a comprehensive evaluation of outcomes.</li> </ul>	A/I	E
<ul style="list-style-type: none"> <li>• Ability to work with internal and external partners, sometimes in areas of tension and conflict, to deliver common goals without the need for regular supervision.</li> </ul>	A/I	E
<b>Additional Requirements</b>	<b>Measure</b>	<b>Rank</b>
<p><b>All Levels</b></p> <ul style="list-style-type: none"> <li>• Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the council.</li> <li>• Willing to undertake training and continuous professional development in connection with the post.</li> <li>• Work in accordance with the council's visions, priorities, values and behaviours.</li> <li>• Able to undertake any travel in connection with the post.</li> </ul>	A/I	E
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