

## Job Description

Service:	Communications, Engagement and Public Affairs
Job title:	Communications Executive – Communications and Engagement
Grade:	F
Hours of work:	37
Responsible to:	Head of Communications, Engagement and Public Affairs
Responsible for	
Direct reports:	N/A
Indirect reports:	N/A
Budget:	N/A

### Purpose of Post:

To design and implement of the council's key consultation, engagement, and participation activities, ensuring a strategic and coordinated approach that puts residents and service users at the heart of decision-making. The postholder will champion the council's engagement principles, advising services on inclusive, ethical, and effective methods for engaging communities. This role will promote best practice across the organisation and play a key part in strengthening our internal approach to engagement, amplifying the voice of residents in shaping policies and services. The postholder will also manage the Council's digital engagement platform, ensuring meaningful feedback loops and accessible engagement for all communities.

### **Key Deliverables:**

Lead the planning, coordination, and delivery of engagement activities across the council to support service design, policy development, and strategic initiatives.

Act as a central point of contact for engagement, advising internal teams on best practice and ensuring a consistent, inclusive, and resident-focused approach.

Design and deliver a wide range of engagement methods, including surveys, workshops, pop-up events, community forums, and focus groups, both in-person and online.

Support and run targeted engagement sessions with residents, businesses, and community stakeholders to gather insights and feedback that shape council decisions.

Develop clear, accessible communications and promotional materials to support engagement activity, ensuring reach across all communities in Huntingdonshire.

Build and maintain relationships with community groups, local organisations, and hard-to-reach audiences to improve representation and participation.


Work collaboratively with the Communications Team to align messaging and ensure engagement activity complements broader communications objectives.

Track, monitor, and report on engagement outcomes, analysing feedback and presenting findings to support evidence-based decision-making.

Champion inclusive engagement practices and contribute to the council's commitment to equality, diversity, and transparency.

<p><b>Knowledge and Qualifications</b></p> <p>The minimum knowledge required to undertake this role and any qualifications or training essential for the role</p> <p>(E) Essential (D) Desirable</p>	<p>Degree or equivalent level of experience (E)</p> <p>Knowledge of a wide range of consultation, engagement and participation tools (D)</p> <p>Relevant professional qualification (D)</p>
<p><b>Experience</b></p> <p>Experience the person would need to do the job</p> <p>(E) Essential (D) Desirable</p>	<p>Designing and delivering quantitative and qualitative engagement activities (E)</p> <p>Sharing knowledge and embedding best practice in consultation and engagement across teams, including delivering training (E)</p> <p>Using innovative methods and tools to deliver high-quality engagement in key projects and programmes (E)</p> <p>Applying consultation, engagement, and involvement techniques to gather insight that informs decision-making (E)</p> <p>Working effectively with multiple stakeholders, including partners, residents, and elected Members (E)</p> <p>Supporting corporate communications in a large organisation (E)</p> <p>Developing and delivering insight-driven communications campaigns (E)</p> <p>Managing media relations, including drafting press materials and responding to enquiries (E)</p> <p>Creating engaging digital and social media content across platforms (E)</p> <p>Conducting research and analysis, including writing clear and informative reports (E)</p> <p>Demonstrating a strong understanding of the role of consultation and engagement within local government (E)</p>
<p><b>Skills and Abilities</b></p>	<p>Strong organisational skills (E)</p>

<p>Specific skills the applicant would need to do the job</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Designing surveys and engagement activities (E)</p> <p>Leading workshops, focus groups and consultations (E)</p> <p>Data collection, analysis, interpretation and reporting (E)</p> <p>Political awareness and diplomacy (E)</p> <p>Relationship building and stakeholder engagement (E)</p> <p>Working effectively across all organisational levels (E)</p> <p>Managing deadlines and competing priorities (E)</p> <p>Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook) (E)</p> <p>Creating and editing high-quality content (E)</p> <p>Ability to write formal reports (D)</p> <p>Ability to exercise political judgement (D)</p>
<p><b>Decision Making and Impact on Others</b></p> <p>What impact the reasons made by the post holder would have on others across the Council</p>	<p>Provide expert advice to services and leaders</p> <p>Influence council-wide communications and engagement quality</p> <p>Enhance the council's reputation through effective public communication</p>
<p><b>Communication with Internal and External Customers</b></p> <p>What customers the applicant would be in contact with in the job</p>	<p>Internal 40%: Senior Leadership Team Managers across all Services</p> <p>External 60%: Members Member of the public</p>
<p><b>Personal Attributes and Other Requirements</b></p>	<p>Excellent communication skills, both written and verbal to clearly articulate messages to a variety of audiences (E)</p>

<p>In this section please list any other qualities you are looking for from the applicant</p> <p>(E) Essential</p> <p>(D) Desirable</p>	<p>Be a good team worker demonstrating loyalty and commitment to the organisation and team members (E)</p> <p>Ability to establish and maintain strong relationships (E)</p> <p>Excellent planning and organisation skills (E)</p> <p>Problem solving (E)</p> <p>Flexible and adaptable (E)</p>
<p><b>HDC values</b></p> 	<p>The values outlined below reflect our collective positive attitude and how all staff are expected to work together as one team.</p> <p><b>Inspiring:</b> We have genuine pride and passion for public service; doing the best we can for customers.</p> <p><b>Collaborative:</b> We achieve much more by working together, and this allows us to provide the best service for customers.</p> <p><b>Accountable:</b> We take personal responsibility for our work and our decisions, and we deliver on our commitments to customers.</p> <p><b>Respectful:</b> We respect people's differences and are considerate to their needs.</p> <p><b>Enterprising:</b> We use drive and energy to challenge the norm and adapt to changing circumstances. We are always ready for challenges and opportunities, and we embrace them.</p>

### Safeguarding and promoting the welfare of children and young people/vulnerable adults

Huntingdonshire District Council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

- Ability to safeguard and promote the welfare of children and young people/vulnerable adults
- Demonstrates understanding of safeguarding issues
- Appreciates the significance of safeguarding and interprets this accurately for all individual children and young people/vulnerable adults whatever their life circumstances.
- Has a good understanding of the Safeguarding agenda
- Can demonstrate an ability to contribute towards a safe environment
- Is up-to-date with legislation and current events
- Can demonstrate how s/he has promoted 'best practice'
- Shows a personal commitment to safeguarding children