

## JOB DESCRIPTION

<b>Job Title</b>	Net Zero Hub Engagement Lead
<b>Salary Band</b>	SCP 27-32
<b>Reporting to</b>	Programme Manager, North West Net Zero Hub
<b>Directorate</b>	Investment and Delivery
<b>Service Area</b>	Pipeline Coordination, North West Net Zero Hub
<b>Political Restriction</b>	Permanent

<b>1. Primary Purpose of the Post</b>
<p>The Net Zero Engagement Lead will support delivery of the Hub programme by raising awareness of the activities and successes of the Hub and our partners.</p> <p>The engagement lead will support the programme to promote the North West Net Zero ambitions, objectives and outcomes. They will develop and lead on delivery of an engagement plan.</p>
<b>2. Key Role Specific Responsibilities</b>
<p>1. Support the Head of Regional Programme and Programme Manager to direct the work of the Hub in delivering the Programme objectives</p> <p><b>Regional Engagement</b></p> <p>2. Promote the success of the North West of England in delivering on Net Zero through a variety of channels including social media</p> <p>3. Support each North West county and combined authorities to promote local activity</p> <p>4. Manage database of net zero contacts and gather information on industry engagement</p> <p>5. Author briefings and case studies, such as carbon stories, provide materials to regional and national communications teams</p> <p>6. Develop and update online and social media channels with information about the Net Zero Hub</p> <p>7. Develop capacity for Hub team to create and share knowledge and training materials, including online, videography and image libraries</p> <p>8. Convene meetings and events to raise awareness and share knowledge</p> <p>9. Support engagement with businesses and third sector organisations to promote action on local and community energy</p> <p>10. Report to Head of Regional Programme, Programme Manager and Hub Board on engagement activities</p> <p>11. Develop and lead strong engagement and communications plans which include clear outcomes and success criteria. Support a response to any reputational issues.</p> <p>12. Support comms and media activities and adhere to protocols established by communication teams within the CA and partner organisations.</p> <p><b>National Engagement</b></p>



13. Help raise awareness of national grant funding programme and green finance options available to projects
14. Arrange site visits and events for senior officers, elected officials, industry and local government officers, including preparing ministerial briefings and arranging visits.
15. Develop and lead on interventions to help local government keep abreast of energy sector and climate policy trends, such as newsletters
16. Engage national and regional government agencies on Hub programme
17. Adopt constructive monitoring and evaluation processes to evaluate the impact of our engagement activities, aligned to our Social Value Framework
18. Help to socialise messages, translate technical concepts into simple and engaging language and ensure that stakeholder messages are consistent

### **3. General Corporate Responsibilities**

19. To represent the North West Net Zero Hub and LCRCa when working with partners
20. Participate in all training and development as directed and use learning opportunities to improve personal skills and service delivery.
21. Ensure the Liverpool City Region Combined Authority commitment to equal opportunities is demonstrated, promoting non-discriminatory practices in all aspects of work undertaken.
22. Work flexibly and undertake such other duties and responsibilities commensurate with the grading and nature of the post.

### **4. General Managerial Responsibilities**

It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan.

This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.



## PERSON SPECIFICATION

**Service Area: Pipeline Coordination**

**Job Title:** Net Zero Hub Engagement Lead

**Grade:** 27 - 32

**Note to Applicants. Essential criteria are marked with \*. All other criteria are desirable.**

	CRITERIA	METHODS OF ASSESSMENT
<b>Qualifications and Training</b>	A relevant degree or equivalent or considerable experience within the energy and/or environmental sectors.	A
	or A relevant degree or equivalent in communications/marketing	A
<b>Experience &amp; Knowledge</b>	Strong stakeholder engagement experience*	A, I
	Experience convening, reporting and briefing	A, I
	Experience of working with senior management developing effective partnerships and collaborations	A, I
	Experience authoring, editing and proofing material for publication*	A, I
	Familiarity with aspects of the Net Zero Agenda	A, I
	Experience of managing networks of contacts and managing databases	A, I



	CRITERIA	METHODS OF ASSESSMENT
	Experience of using research, evidence and intelligence to inform the development and delivery of stakeholders' engagement projects	A, I
	Experience of decision making by local government and of public sector procurement is highly desirable	A, I
	Knowledge and experience of effective, contemporary and creative engagement methods, including social media*	A, I, P
<b>Skills/Abilities</b>	<p>Presentation and engagement facilitation skills*</p> <p>Able to work under pressure in a fast-paced environment and capable of delivering to short timescales*</p> <p>Excellent communication skills* including the ability to:</p> <ol style="list-style-type: none"> <li>1. Relay organisational priorities</li> <li>2. Create a shared vision, advocacy</li> <li>3. Influence stakeholders</li> <li>4. Overcome obstacles with constructive dialogue;</li> <li>5. Listen and build effective relationships;</li> <li>6. Communicate openly and honestly</li> <li>7. Excellent written communication skills</li> </ol> <p>Excellent IT skills with proven ability in all Microsoft Office products and familiarity with collaborative working IT solutions is desirable (eg Microsoft Teams).*</p> <p>Pro-active, a self-starter with the ability to work with minimum supervision, able to use own initiative and set own deadlines; strong time management skills *</p> <p>Data management, contact database, project tracking, collection and evaluation of KPI's</p> <p>Publishing online materials, graphic design and managing web-content</p>	<p>A, I, P</p> <p>A, I</p> <p>A, I, P</p> <p>A, I, P</p> <p>A, I</p> <p>A</p> <p>A, I</p> <p>A, I</p>



	<b>CRITERIA</b>	<b>METHODS OF ASSESSMENT</b>
	Citizen centric approach to developing and delivering engagement projects that are inclusive and accessible to all members of the public	
<b>Commitment</b>	A commitment to providing a high-quality customer service and ensuring service standards are met*	A, I
<b>Other</b>	Flexible approach to working hours and willingness to work flexibly as and when required*	I
	Evidence of quality, time management and organisational skills*	A, I
	Ability to attend meetings inside and outside the North West*	I

**Key to Assessment Methods:**

I - Interview P - Presentation A - Application E - Exercise T - Test AC - Assessment