

Consultation and Engagement Lead Applicant Recruitment Pack

Sefton is a really great place to live and work



Welcome

Hi,

We would like to thank you for your interest in the Consultation and Engagement Lead role within our Corporate Resources directorate.

This is an exciting and rewarding opportunity for someone who thrives on being organised, is approachable and wants to be at the heart of a busy and varied working environment.

Understanding the views of our residents so we can provide services that they need is vital to us and we can only do this with first class consultation and engagement.

As a person, if you're someone who enjoys helping others, takes pride in delivering high-quality work, and brings energy, adaptability, and a genuine passion for making a difference, we'd be delighted to hear from you.

The Job Description and Person Specification for this role are included within the job pack. If you have any questions about the vacancy, please refer to the job pack for the appropriate contact details.

If, when you've finishing reading this pack, you like what you see, and Sefton's Vision and Values align to yours then we can't wait to hear from you.

Best of luck!

Andrew Daniels
Communications and Engagement Manager



Contents

About the Borough of Sefton	1
Our Vision and Values.....	2
Our Successes and Key Projects	2
An Inclusive Workplace	3
Liverpool City Region Fair Employment Charter	4
What We Can Offer You.....	4
About the Role	6
Top Tips on How to Apply	7
Application and Selection Information	8
Appendix A – Job Description and Person Specification	9



About the Borough of Sefton

Sefton is a confident and well-connected Borough, stretching from Bootle in the south to the coastal resort of Southport in the north. Home to more than 275,000 residents, Sefton encompasses a range of vibrant towns and communities, including Bootle, Litherland, Seaforth, Crosby, Formby, Maghull and Southport.

It is a fantastic place to live and work. As the northern-most Borough within the Liverpool City Region, Sefton offers a unique blend of beautiful coastline, countryside, attractive villages, thriving industrial areas and the busy Port of Liverpool.

With 22 miles of stunning coastline, Sefton is a leading coastal destination with a growing visitor economy. It is home to the iconic Antony Gormley *Another Place* installation, expansive beaches and protected sand dunes that support several rare species.

While each town and village has its own distinctive character, it is the people of Sefton who make the Borough truly special, creating diverse, welcoming and energetic communities in which to live, work, invest and visit.

Alongside its miles of golden sands, Sefton offers those who work here access to a world-renowned racecourse, prestigious golf courses, and National Trust nature reserves, ideal places to unwind, explore and enjoy leisure time.

The Borough benefits from excellent transport links, providing easy access to major North West cities including Liverpool and Manchester, and placing the Lake District and North Wales within reach for weekend breaks.

Whether you prefer vibrant town centres, friendly commuter towns, picturesque villages or stunning rural and coastal locations, Sefton offers a place to suit everyone. With house prices and rents typically lower than in neighbouring Liverpool and Manchester, you can enjoy coastal living while still being close to the buzz of city life.



Our Vision and Values

At Sefton Council, our vision is to deliver high-quality services that make a real difference to the lives of our residents, visitors, and communities. Everything we do is guided by a strong set of values that shape how we work and interact:



- **We put people at the heart of what we do** – ensuring our services are responsive, inclusive, and focused on improving lives.
- **We listen, value, and respect each other's views** – fostering a culture of collaboration and mutual respect.
- **We develop a culture of challenge, ownership, innovation, and improvement** – encouraging creativity and continuous development.
- **We are ambassadors for Sefton** – promoting the Borough positively and proudly representing our communities.
- **We are responsive and efficient** – delivering services that are timely, effective, and customer-focused.
- **We are clear about what we can and cannot do** – being transparent and honest in all our communications and actions.

These values underpin our commitment to excellence, inclusivity, and innovation, ensuring that Sefton remains a great place to live, work, and visit.

Our Successes and Key Projects

Sefton Council is proud of its recent achievements and ongoing commitment to delivering high-quality services. Our Adult Social Care services were recently graded Good by the Care Quality Commission (CQC), and our Children's Services also



achieved a Good rating from Ofsted. We have also been shortlisted in the 'Most Improved Council' category at the upcoming LGC awards. These successes reflect the dedication and professionalism of our teams and our focus on continuous improvement.

Alongside these achievements, Sefton Council is actively delivering a range of major capital projects that will transform the Borough and stimulate economic growth. These include the Marine Lake Events Centre in Southport, the Strand Shopping Centre redevelopment in Bootle, and exciting developments such as the Cove Resort and Enterprise Arcade in Southport. We are also proud to support cultural and community initiatives like Salt and Tar, Bootle's vibrant events space, which hosts live music, comedy, and family-friendly activities, bringing people together and boosting the local economy.

These projects form part of our strategic investment programme to attract private sector-led development and create vibrant spaces for residents and visitors. We work closely with local communities to ensure these projects reflect their needs and foster a sense of ownership and pride.

For more information on these projects and to stay updated on progress, visit the Sefton Council website at www.sefton.gov.uk

An Inclusive Workplace

We are committed to fostering an inclusive Council that reflects the diverse communities we serve. Our workforce brings a wide range of experiences and perspectives, and we value an environment where everyone feels respected, supported, and able to reach their full potential.

Sefton is proud to be the first local authority in the Liverpool City Region to achieve **Navajo** accreditation, recognising our commitment to LGBTQ+ inclusion. We are also a Disability Confident employer and continue to build a workforce that represents our communities.

We support several staff networks, including groups for Black and Ethnically Diverse colleagues, LGBTQ+ staff, women, disabled employees, and a Christian Workplace Group.

As an Equal Opportunities Employer, we base recruitment solely on skills, experience, and suitability for the role. All applicants are treated fairly, and we have also recognised 'care experienced' as a protected characteristic within Sefton.



For more information, please refer to our [Equality, Diversity and Inclusion Strategy](#)

Liverpool City Region Fair Employment Charter



Sefton Council is proud to support the Liverpool City Region Combined Authority Fair Employment Charter, an initiative that promotes fair, healthy, inclusive, and just workplaces across the region. The Charter celebrates good employers and encourages the highest standards in employment practice, including fair pay, secure work, opportunities for progression, strong employee voice, and a commitment to staff wellbeing. By aligning with the Charter, we demonstrate our dedication to providing a fair day's pay for a fair day's work and to fostering an equitable and supportive working environment for all colleagues.

What We Can Offer You

- A supportive and collaborative working environment.
- An agile approach to working.
- Opportunities for professional development and career progression.
- A role where your work makes a real difference across the organisation.
- Flexible working arrangements supporting work-life balance.
- A strong commitment to equality, diversity, and inclusion.

You will benefit from a comprehensive local government employment package which includes the following:



- Competitive salary in line with NJC Local Government Pay Scales.
- Membership of the Local Government Pension Scheme (LGPS), providing a secure, defined benefit pension with employer contributions.

Annual Leave and Work-Life Balance

- Generous annual leave entitlement, 28 days annual leave rising to 33 days with 5 years continuous service.
- Additional public (bank) holidays.
- Flexible working options to support a healthy work-life balance, subject to service needs.
- Option to purchase additional annual leave.

Learning, Development and Career Progression

- A comprehensive induction programme.
- Access to a wide range of training, apprenticeships, learning, and development opportunities.
- Support for professional development and role related qualifications.
- Opportunities to develop your career within a large and diverse local authority.

Health, Wellbeing and Support

- Enhanced sick pay scheme.
- Employee wellbeing initiatives and access to occupational health support.
- Policies that promote physical and mental wellbeing in the workplace.

Family-Friendly and Inclusive Policies

Our family-friendly policies and flexible working arrangements help staff maintain a healthy work-life balance.

- Family friendly policies, including enhanced maternity, paternity, adoption, neonatal care and special leave to support with time off work to deal with issues when life events happen.
- A strong organisational commitment to equality, diversity, and inclusion.
- Reasonable adjustments and support to enable disabled employees to thrive.



Foster Friendly Employer Commitment

Sefton Council is proud to be a *Foster Friendly* organisation as recognised by The Fostering Network. We actively support employees who are foster carers or who are applying to foster by offering flexible working arrangements, paid time off for fostering-related meetings and training, and a workplace culture that recognises the vital role foster carers play in our communities.

This commitment helps ensure carers can balance fostering responsibilities alongside career, and reflects our dedication to supporting children, families, and those who care for them.

Additional Benefits

- Access to salary sacrifice and employee benefit schemes (where applicable).
- Opportunities to contribute to meaningful work that supports local communities.
- A supportive, values led organisational culture.
- Free parking at office bases (dependent upon the work location).

About the Role

This is a really important role for us because it provides that link between what we are delivering and what our residents want. This role will lead on the consultation and stakeholder engagement on behalf of the Council, be responsible for the production, development and implementation of the Public Engagement and Consultation Framework and strategies and supporting the delivery of community and wider stakeholder consultations, engagement and coproduction.

It also supports the Council's commissioning, business planning and performance management processes by providing insight from consultations and engagement activities which can be used to inform operational performance management and strategic planning across the entire Council and all Services.

Please see **Appendix A (page 10)** for a full copy of the Job Description and Person Specification.



Top Tips on How to Apply

Submitting a strong application gives you the best chance of progressing to the next stage of the recruitment process. The following guidance applies to all roles and will help you prepare a clear, compelling application:

1. Read the Job Description and Person Specification Thoroughly

- Make sure you understand the key duties, expectations, and essential criteria.
- Use the person specification as your guide when writing your application.

2. Provide Clear Evidence of Your Skills and Experience

- Show *how* you meet the criteria using specific, real examples.
- Consider using the **STAR method** (Situation, Task, Action, Result) to structure your responses.

3. Tailor Your Application

- Avoid generic statements. Focus on experience that directly relates to the role you are applying for.
- Demonstrate how your strengths align with the organisation's values and priorities.

4. Highlight Your Achievements

- Include examples of work you are proud of or significant contributions you have made in previous roles.
- Emphasise impact – improvements, efficiencies, positive outcomes, or innovations.

5. Be Clear About Qualifications and Training

- List all relevant qualifications and professional training, including dates and awarding bodies.
- If you are working towards a qualification, include expected completion dates.

6. Showcase Transferable Skills

- Skills such as communication, teamwork, problem-solving, digital literacy, and organisation are valuable across all roles.



- Provide examples that demonstrate these effectively.

7. Check Your Application Carefully

- Review your responses for clarity, spelling, and completeness.
- Ensure all sections of the application form have been filled in fully.

8. Submit Your Application Before the Deadline

- Note the closing date and allow plenty of time to prepare your application.
- Late submissions usually cannot be considered.

9. Prepare for Potential Next Steps

- If shortlisted, you may be invited to an interview, assessment task, or presentation.
- Be ready to discuss your experience, approach to work, and examples of how you meet the role's requirements.

Application and Selection Information

The closing date for this vacancy is **Sunday 14 June 2026**

Provisional interview dates are **Friday 26 June 2026**.

We are an Equal Opportunities Employer; all candidates will receive equal treatment. Our decision to appoint will be based upon whether an individual's skills, experience, qualifications, and abilities make them the most suitable candidate for the role.

All disabled and care experienced applicants will be offered an interview where they meet all essential criteria on the person specification.

Please ensure that you meet all the essential criteria outlined in the person specification before submitting your application. Only applicants who demonstrate that they meet all essential criteria will be considered and invited to interview.



Appendix A – Job Description and Person Specification

Post: Consultation and Engagement Lead

Directorate:	Corporate Resources
Location:	Magdalen House, Bootle, L20 3NJ
Division:	Communications and Engagement
Grade:	K £51,356 to £52,413 (pay award pending)
Reporting to:	Corporate Communications and Engagement Manager

Purpose of the Role

Lead on the consultation and stakeholder engagement on behalf of the Council, responsible for the production, development and implementation of the Public Engagement and Consultation Framework and strategies and supporting the delivery of community and wider stakeholder consultations, engagement and coproduction.

To support the Council's commissioning, business planning and performance management processes by providing insight from consultations and engagement activities which can be used to inform operational performance management and strategic planning across the entire Council and all Services.

Support the Corporate Communications and Engagement Manager in the effective management of the service, including the management and supervision of staff, projects and work programmes and the direction and development of other officers as required.

MAIN DUTIES

1. Provide day-to-day management of the Consultation, Engagement and Accessibility Officer and others across the Council undertaking consultation, and engagement and coproduction activity.
2. To provide advice, guidance and communications to senior officers and elected members including the Chief Executive, Leader of the Council and Cabinet Members on engagement and event activity, ensuring that there is wider support for planned approaches.



3. To lead on the design and implementation of the Council's stakeholder and public engagement & consultation framework and strategies.
4. Providing strategic support for the Public Engagement and Consultation Panel and Cabinet Member; ensuring that all consultation, engagement and coproduction activity that takes place in Sefton meets the quality standards for consultation and ensuring that the Council complies with all statutory obligations on public engagement.
5. Lead the delivery of community and wider stakeholder consultations and engagement activities and events across all Council services, mobilising partner support (including communities) to secure successful and well-organised consultations and public events.
6. To ensure that the voice of residents and communities is reflected in council strategies and plans and that there is a continued two-way dialogue ensuring that communities and residents are aware of the impact of their views and opinions.
7. Devise and lead specific consultation campaigns and workforce engagement activity, working collaboratively with others from across the Council to develop, deliver and report on consultation activity to the Senior Leadership Board and other corporate Boards and Partnerships.
8. Lead on analysing consultation feedback and writing consultation feedback reports, conveying key messages and applying audience insight to inform Council strategy and service delivery.
9. Direct others supporting the co-ordination of client surveys, public engagement, consultation and communication, advising on the production of communications materials, consultation materials, e-consultations, qualitative analysis, quantitative analysis and reporting to inform decisions.



10. Provide information, advice, guidance and training to Elected Members, senior officers and others across the council in the preparation of consultation and engagement activity, coproduction and accessible information materials.
11. To manage the 'Sefton Council's Consultation and Coproduction Hub', working with the system provider and the internal user group to maximise product functionality and to share insight and best practice.
12. Manage consultation and engagement budgets and identify funding and development opportunities to support the delivery of consultation activity and events.
13. To draw up contracts and specifications for the Councils' Electronic Consultation Management System in compliance with the Council's Contract Procedure Rules as necessary and to implement and manage these.
14. Lead on collaborative engagement projects to support the Council's priorities and strategic direction and develop effective stakeholder networks including with the NHS, other local authorities, voluntary and third sector organisations to ensure that event and engagement activity utilises external network support and infrastructure.
15. Keep up to date with national guidance and policy, providing advice and support and identify and develop best practice in relation to effective consultation and stakeholder engagement within the public sector.
16. Coordinate or provide responses to national consultations on behalf of the Council, as required.
17. Carry out quality improvement interviews with service users to help inform service improvement and commissioned activity.



18. Attend a range of Strategic and Operational multi-agency forums and act as Chair and Lead for meetings regarding consultation and engagement activity, as appropriate.
19. To undertake any other duties appropriate to the work and grade of the post, as may be directed from time to time to meet the exigencies of the service.

SPECIAL CONDITIONS

- The post holder will deal with data of a confidential and sensitive nature. They must maintain confidentiality and the trust of the data providers always.
- Occasional out-of-hours work may be required.
- Due to the nature of the work involved, this post is "exempt" from the provision of the Rehabilitation of Offenders Act 1974 by virtue of the ROA 1974 (Exceptions) (Amendment) Order 1986.

GENERAL REQUIREMENTS

This job description is a representative document. Other reasonably similar duties may be allocated from time to time commensurate with the general character of the post and its grading.

All staff have a duty to take care of their own health & safety and that of others who may be affected by your actions at work. Staff must co-operate with employers and co-workers to help everyone meet their legal requirements.

The Authority has an approved equality policy in employment and copies are freely available to all employees. The post holder will be expected to comply, observe and promote the equality policies of the Council.

Since confidential information is involved with the duties of this post, the postholder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.

The appointed person will be expected to work flexibly and the exact nature of the duties described above is subject to periodic review and is liable to change.

The appointed person will be expected to undertake, and participate in training, coaching and development activities, as appropriate to the role.

Note: Where the postholder is disabled, every reasonable effort will be made to support all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job.



PERSON SPECIFICATION

Post: Consultation and Engagement Lead

Department: Corporate Resources

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Qualifications		
Relevant academic and/or professional qualification.	D	AF/C
Level 4 Management and Leadership or equivalent qualification or experience.	D	AF/C
Experience		
Producing, implementing and developing consultation and engagement strategies.	E	AF/I
Leading significant consultation and engagement activities with stakeholders, partners and public.	E	AF/I
Organising, facilitating and supporting multi-agency meetings and events.	E	AF/I
Collating and analysis both quantitative and qualitative data and providing insight form consultations and engagement activity, to inform practice, process, planning and change.	E	AF/I
Working collaboratively with others both within the Council and across agencies, the community and voluntary bodies.	E	AF/I
Managing, advising and supporting others to undertake consultation, engagement and coproduction activity, analysing and interpreting data, present findings to inform decision making and providing feedback to stakeholders on the action taken as a result.	E	AF/I
Using a range of IT systems including MS Office, financial systems, other record keeping and data collection systems, including e-consultation platform(s).	E	AF/I
Supporting policy development, commissioning, contracting and procurement processes in a corporate environment, and of working across a large organisation and with partners, to relate these to service delivery.	D	AF/I
An understanding of local government; its structures and the services it provides to its customers	D	AF/I
Participation in the in the preparation for statutory inspections.	D	AF/I



Skills & Knowledge		
Knowledge of how to create customer surveys, undertake consultation and stakeholder engagement in a range of settings and to manage, support and train others to do the same.	E	AF/I
Knowledge of supervising, developing and supporting others in the use of e-consultation platforms.	E	AF/I
Excellent organisational skills and the ability to work in a pressurised environment subject to changing workloads and conflicting priorities and the ability to multi-task, using initiative and organising your and others workload to meet deadlines.	E	AF/I
Excellent interpersonal and presentational skills, and the ability to influence, negotiate and persuade a variety of groups, organisations and people at all levels, including Councillors, partners and service providers.	E	AF/I
Ability to analyse complex issues and adopt a creative approach to problem solving and service delivery in challenging circumstances and with competing priorities.	E	AF/I
Ability to operate effectively with a high volume and at times, highly sensitive workload.	E	AF/I
Ability to ensure a high standard of customer care is embedded within all work.	E	AF/I
Behaviours and Attributes		
Commitment to developing, nurturing and maintaining effective relationships with a wide range of colleagues, partners and stakeholder organisations to achieve collaboration.	E	AF/I
A team worker who works well in multi-disciplinary teams.	E	AF/I
An understanding and commitment to equality, diversity and inclusion.	E	AF
Respects confidentiality	E	AF/I

Assessment Methods

AF: Application Form

I: Interview

C: Certificates

Prepared by: Andrew Daniels

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