



Consultation, Engagement and Accessibility Officer 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. Engagement and Accessibility Officer 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 finished 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

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Introduction

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 support the lead officer 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 9)** 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 **Monday 31 August 2026**

Provisional interview dates are **Thursday 10 September 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, Engagement and Accessibility Officer

Directorate:	Corporate Resources
Location:	Magdalen House, Bootle, L20 3NJ
Division:	Communications and Engagement
Grade:	I £41,771 to £46,142 (pay award pending)
Reporting to:	Consultation and Engagement Lead

Purpose of the Role

Support consultation, engagement and accessibility activity across the Council, ensuring that residents, stakeholders and service users can access information, participate in decision-making and influence service development.

Promote accessible communication, inclusive engagement practices, coproduction principles and compliance with accessibility standards to support effective and meaningful participation for all communities.

Main Duties

1. Coordinate consultation and qualitative engagement activities with key partners, agencies, stakeholders and residents to ensure that the views and experiences of the public inform Council services and decision-making.
2. Support the planning and delivery of coproduction, consultation and engagement activities with communities and stakeholders across Council services.
3. Coordinate accessibility and communication networks, including the Improving Information Group and Accessible Information Advocates, to support continuous improvement in accessible information, inclusive communication and engagement practices.
4. Carry out quality improvement research with users of services to help inform service improvement and commissioning activity.
5. Analyse consultation feedback and produce reports that identify key themes and insights to inform Council strategy, service delivery and commissioning activity.
6. Support, advise and develop colleagues in producing accessible consultation documents, communications and reports, ensuring compliance with accessibility standards, web accessibility requirements and inclusive communication principles.



7. Support and develop colleagues' understanding of accessibility requirements and web compliance standards when producing consultation documentation.
8. Advise, train and support colleagues in developing accessible and inclusive consultation and engagement plans, materials, methodologies and feedback reports, ensuring compliance with accessibility standards and Council requirements.
9. Support the implementation and continuous improvement of the Council's Public Engagement and Consultation Framework, Accessible Information Policy and Coproduction Guide, and provide advice and support to services preparing submissions to the Public Engagement and Consultation Panel, helping to ensure consultation standards, statutory requirements, accessibility and inclusion are embedded within consultation and engagement activity.
10. Plan, organise and attend public drop-in sessions, online consultations, workshops and engagement events.
11. Support colleagues to use the Council's Consultation Hub, including publishing consultations, analysing responses and producing reports tailored to different audiences.
12. Keep up to date with national guidance and policy in relation to effective consultation and stakeholder engagement within the public sector, accessibility, and Equalities.
13. Attend a range of operational multi-agency forums as appropriate.
14. 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 must ensure that the confidentiality of all information is maintained and that working practices comply with the requirements of the Data Protection Act 2018, UK GDPR and relevant Council policies and procedures.

Occasional out-of-hours work may be required to support consultation, engagement and stakeholder activities.

Any disclosure requirements relating to criminal convictions will be managed in accordance with the Rehabilitation of Offenders Act 1974 and Council recruitment procedures.



General Requirements

This job description provides an overview of the main duties and responsibilities of the post. Other duties of a similar nature, appropriate to the grade and level of the post, may be required from time to time.

All employees are responsible for complying with the Council's Health and Safety Policy and for taking reasonable care of their own health and safety, as well as that of colleagues, users of services and others who may be affected by their work.

The post holder is expected to contribute to the ongoing review and improvement of health and safety arrangements and to report any concerns or risks in line with Council procedures.

The Council is committed to equality, diversity and inclusion. The post holder will be expected to uphold, promote and comply with the Council's policies and practices relating to equality, diversity and inclusion.

The Council is committed to making reasonable adjustments for disabled employees and applicants. Where required, appropriate aids, adaptations or equipment will be provided to enable the post holder to carry out the duties of the role.

As the role involves access to confidential and sensitive information, the post holder must exercise discretion at all times and comply with relevant legislation, policies and procedures relating to data protection, information governance and confidentiality.

This is a customer-facing role. The post holder must be able to communicate effectively and confidently in spoken English to fulfil the requirements of the role.

The duties and responsibilities of the post may be reviewed periodically to reflect changing service needs. The post holder will be expected to work flexibly and adapt to such changes where appropriate.

The post holder will be expected to undertake and participate in relevant training, coaching and development activities to support personal and professional development.



PERSON SPECIFICATION

Post: Consultation, Engagement and Accessibility Officer

Department: Corporate Resources - Communications

Qualifications

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Relevant academic and/or professional qualification or equivalent qualification or experience	E	AF

Experience

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Producing, implementing and developing consultation and engagement plans	E	AF/I
Leading consultation and engagement activities with stakeholders, users of services and residents.	E	AF//P
Organising, facilitating and supporting workshops and events	E	AF/I
Collecting, analysing and interpreting quantitative and qualitative data to provide insight that informs service improvement, 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
Analysing and interpreting data, presenting findings to support decision-making, and providing feedback to stakeholders on resulting actions.	E	AF/I
Using a range of IT systems including MS Office especially Word and PowerPoint.	E	AF/I
Experience of using online e-consultation platform(s)	D	AF/I



Knowledge, Skills and Abilities

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Knowledge of the different engagement methods and the ability to set up and deliver engagement activity with a range of stakeholders.	E	AF//P
Knowledge of how to create customer surveys, and to support others to do the same	E	AF/I
Knowledge of accessibility principles, relevant legislation, inclusive communication and digital accessibility standards, including web accessibility requirements.	E	AF//P
Ability to support and advise colleagues in producing accessible documents, communications and engagement materials.	E	AF/I
Understanding of the barriers that disabled people and other underrepresented groups may experience when accessing information and participating in engagement and coproduction activities.	E	AF//P
Excellent organisational skills and the ability to plan and prioritise work, whilst remaining flexible to changing demands.	E	AF/I
Highly developed interpersonal skills to build effective working relationships with key stakeholders.	E	AF//P
Ability to produce reports and present quantitative and qualitative information.	E	AF//P
Ability to ensure a high standard of customer care is embedded within all work	E	AF/I
Self-motivation and the ability to work on your own initiative.	E	AF/I
Knowledge of using, developing and supporting others in the use of e-consultation platforms.	D	AF/I



Personal Style and Behaviours

Personal Attributes Required	Essential (E) or Desirable (D)	Method of Assessment
Commitment to developing, nurturing and maintaining effective relationships with a wide range of colleagues, partners and stakeholder organisations to achieve collaboration	E	AF
A team worker who works well in multi-disciplinary teams.	E	AF/I
An understanding and commitment to equal opportunities.	E	AF
Commitment to continually develop and update knowledge.	E	AF
Self-motivating, reliable and flexible.	E	AF
Respects confidentiality.	E	AF

Assessment Methods

AF: Application Form

I: Interview

C: Certificates

P Presentation

Prepared by: Andrew Daniels

Date: 31 July 2026

