

Role Profile

Title:
Corporate Engagement
Manager

Contract:
Two year fixed-term
contract/ Secondment
(public sector bodies only)

Reports to:
Head of Stakeholder
Engagement &
Communications

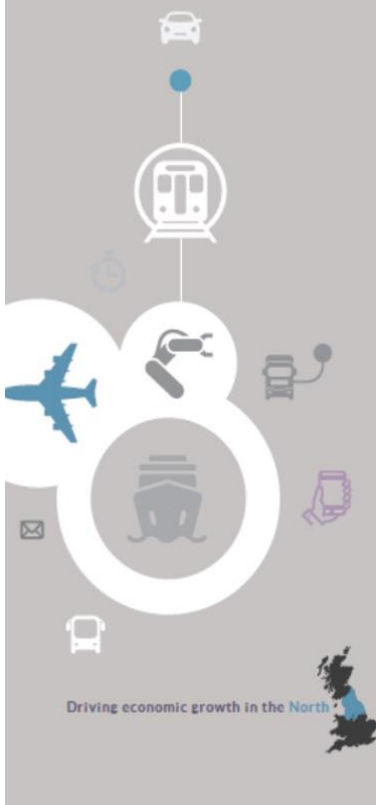
Location:
Flexible across the North of
England with a requirement
to regularly work from our
offices in Manchester.

Role Purpose:

Support the management and delivery of Transport for the North's (TfN's) Corporate Stakeholder Engagement & Communications Strategy. Effectively manage corporate engagement events, activities and programmes, and support the delivery of TfN's wider programmes and services.

Responsibilities:

Key Role Outputs (KRO's) <i>What must be achieved for the post holder to be successful in the role</i>		Key Actions <i>How the KRO's will be achieved – the activities required</i>
1.	Lead and oversee the development and management of all corporate engagement elements of TfN's Stakeholder Engagement and Communications Strategy	<ul style="list-style-type: none"> • Lead and develop all corporate engagement elements of TfN's Stakeholder Engagement & Communication Strategy in support of the organisation's vision, values and objectives. • Lead the development and delivery of effective corporate engagement strategies and campaigns. • Lead, develop and maintain a consistent view of who stakeholders are, where they are and how engaged they are. This includes politicians, business leaders, partners and transport professionals. • Ensure effective processes are in place to identify strategic corporate engagement issues and ensure the effective implementation of appropriate plans and actions, working alongside senior leaders and officers to offer reputational advice and support where required. • Ensure effective processes are in place to protect and enhance the reputation of TfN and its senior leader and officers – ensuring activity promotes and reinforces positive perceptions of the organisation. • Lead the delivery of corporate engagement in providing coaching and mentoring to staff involved in engaging the external stakeholder community. • Set performance measures to monitor progress for all corporate engagement activity.
2.	Lead effective corporate engagement including the development of appropriate strategies and plans	<ul style="list-style-type: none"> • Lead the development and maintenance of all partnerships, ensuring effective delivery of corporate engagement messaging, activities and programmes that meet TfN's needs. • Lead the identification and cultivation of new and existing stakeholder relationships in order to support TfN's corporate activities. • Lead the building of strong and influential working relationships with senior leaders and officers, both to plan required corporate engagement and to deliver strategic advice and guidance. • Lead the building of strong and effective working relationships with all key stakeholders.



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Driving economic growth in the North



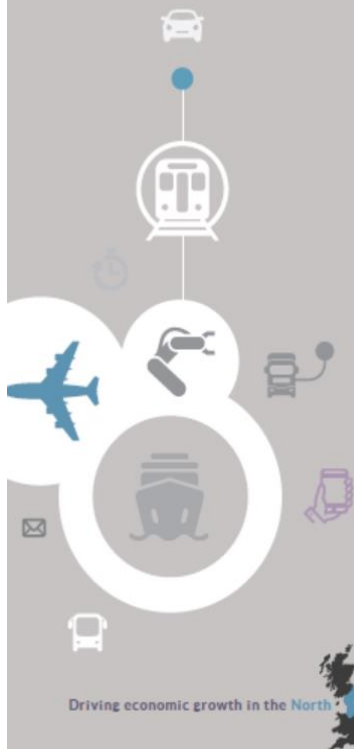
		<ul style="list-style-type: none"> Lead, develop and facilitate positive and meaningful, regular engagement with all partners to drive improvements in the quality and consistency of corporate engagement activities
3.	Lead the development of all published/printed corporate engagement materials.	<ul style="list-style-type: none"> Lead on and ensure all corporate engagement materials produced meet the high quality and consistency required and adhere to strict TfN brand guidelines. Ensure that corporate engagement materials adhere to corporate messaging and are adapted to the requirements of the identified audience.
4.	Lead the evaluation and analysis of all corporate engagement activities	<ul style="list-style-type: none"> Lead the development of processes and systems to monitor the impact of TfN's corporate engagement activities and communicate findings to key officers. Ensure that lessons learned are used by the team to enhance influence and service provision.
5.	Lead all TfN consultation programmes to inform emerging transport strategies	<ul style="list-style-type: none"> Lead work with colleagues to ensure the provision of the on-going consultation programme to support the needs of the organisation. Lead and where appropriate support others in TfN in delivering all required corporate engagement activity, ensuring adherence to best practice consultation standards.
6.	Manage all corporate engagement external service providers	<ul style="list-style-type: none"> In conjunction with the Head of Stakeholder Engagement & Communication, provide pro-active management of TfN's existing agencies working within the corporate engagement remit ensuring the service provided is of high quality, value for money and fully meets organisational requirements. Lead the procurement and subsequent management of any external agencies and service providers engaged by TfN to support corporate engagement activities.
7.	Lead the development and maintenance of a knowledge base on key stakeholders including politicians, business leaders and partners	<ul style="list-style-type: none"> Lead the development, maintenance and dissemination of intelligence on key stakeholders and strategic partners ensuring TfN has a comprehensive and accurate knowledge base. Lead the development and maintenance of the organisation's SRM system to ensure it is fit for purpose and fully supports the stakeholder requirements of TfN.
8.	Compliance with agreed procedures and guidelines established for project management and delivery	<ul style="list-style-type: none"> Undertake assigned duties in accordance with all Standing Orders, financial regulations, relevant legislation and other statutory requirements
9.	Archiving	<ul style="list-style-type: none"> Conduct discussions and negotiation with key partners across the North and at national and international level. Pro-actively build contacts and networks.

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10.	People management	<ul style="list-style-type: none"> • Live by the vision and values of TfN, demonstrating clear leadership and providing a role model to staff across the organisation. • Manage, motivate and empower all direct reports • Manage staff in accordance with the policies and procedures of TfN to ensure their performance and contribution are utilised to maximum effect in the delivery of key objectives
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Compulsory Outputs (CO's) <i>What must be achieved for the post holder to be successful in the role</i>		Key Actions <i>How the CO's will be achieved – the activities required</i>
1.	Ensure you comply with all applicable organisational legislation and policy:	<ul style="list-style-type: none"> • TfGM/TfN Safety Management System • TfGM/TfN Dignity at Work policy • Information assurance and security in line with Cabinet Office requirements • TfGM/TfN policies and procedures • Risk Management • Equality and diversity legislation • TfGM/TfN Vision & Values
2.	Any other reasonable duties as required from time to time	

Key Interdependencies:	
Key Contacts	<ul style="list-style-type: none"> • Department for Transport • National Agencies including Highways England, Network Rail and Office of Road and Rail • TfN Executive Board & Partnership Board • Senior Executives & Members of the various Combined Authorities, PTE's and Local Authorities across the North of England • TfN Directors and senior managers • Colleagues in the TfN Communications team
Direct reports	<ul style="list-style-type: none"> • Corporate Engagement Officer x1
Budgetary responsibility	<ul style="list-style-type: none"> • To support the management of TfN's corporate communication budget of £700k per annum (approx.)

Person Specification

Knowledge, skills and experience required at selection stage:	
E	Essential Experience:
E1	Extensive experience in managing effective corporate engagement activities including stakeholder management, corporate events, political engagement, consultation, and campaign management.

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E2	Substantial experience of establishing effective working relationships with both internal and external partners
E3	Outstanding verbal and written skills with the ability to produce reports and presentations using raw data when required
E4	Substantial experience of building contacts and networks with both internal and external partners
E5	Proven ability to negotiate and influence others at all levels, both within an organisation, stakeholder environment or with partner organisations
E6	Substantial experience of managing staff, teams and corporate engagement projects
E7	Experience in setting performance measures to monitor success of corporate engagement activities
E8	Experience of writing, presenting, editing and distributing communications materials
E9	Extensive experience in the formulation and implementation of partner and public consultation programmes
E10	Experience of organising and arranging out of hours service delivery
E11	Demonstrable ability to translate complex issues into appropriate formats for target audiences
E12	Sound understanding of local and central Government political frameworks and how to operate within them
E13	Experience of working with elected members
D	Desirable experience:
D1	Experience of working in a public transport environment
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Educated to degree level or equivalent in a relevant field
EQ2	Relevant professional qualification
EC	Essential Behavioural Competencies:
EC1	Cultivates Innovation - <i>Creates new and better ways for the organisation to be successful</i>
EC2	Ensure Accountability - <i>Holds self and others accountable to achieve results, even under challenging circumstances</i>
EC3	Collaborates - <i>Builds partnerships and works collaboratively with others to meet shared objectives</i>
EC4	Instils Trust - <i>Gains the confidence and trust of others through honesty, integrity and authenticity</i>
EC5	Financial Acumen - <i>Interprets and applies understanding of key financial indicators to make better business decisions</i>
EC6	Manages Complexity - <i>Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems</i>
EC7	Action Orientated - <i>Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm</i>
EC8	Values Differences - <i>Recognising the value that different perspectives and cultures bring to an organisation</i>
EC9	Communicates Effectively - <i>Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences</i>
EC10	Self-development - <i>Actively seeking new ways to grow and be challenged using both formal and informal development channels</i>

