

Job Description

Job title:	Digital Lead & Employer Engagement Manager
Accountable to:	Working for Carers NE Strategic Lead
Job Purpose:	To lead the employer engagement, digital innovation and employer inclusion elements of the Working for Carers North East programme across seven local authority areas.

Main Duties and Responsibilities

Digital Innovation & Service Development

- Lead the development and implementation of a regional digital platform that supports unpaid carers to access employment opportunities, training, information, advice and employability support, whilst enabling employers to promote vacancies and opportunities suitable for carers.
- Develop and maintain a dedicated employer portal providing access to carer awareness training, workforce development resources and practical tools to help organisations identify, support and retain carers within their workforce.
- Work with employers, carers and strategic partners to design innovative digital solutions that improve engagement, remove barriers to employment and promote inclusive workplace practices.
- Ensure digital resources support employer engagement objectives, the Shine Accreditation framework and wider regional workforce inclusion priorities.
- Lead digital communications and promotional activity to increase participation from carers, employers and stakeholders across the North East.
- Monitor and evaluate digital engagement, user experience and impact data, using insights to drive continuous improvement and maximise employment outcomes for carers.
- Ensure all digital systems, platforms and resources comply with GDPR, accessibility standards, information governance requirements and best practice in digital inclusion.
- Develop a sustainable digital legacy that continues to support carers and employers beyond the lifetime of the programme.

Employer Engagement & Inclusive Employment

- Lead the development and implementation of the regional employer engagement strategy for Working for Carers North East.
- Develop and maintain relationships with employers across the North East to create employment, work experience, training and progression opportunities for unpaid carers.
- Build strong relationships with employers already engaged through carer support and employment initiatives and expand the employer network across the region.
- Promote the benefits of employing unpaid carers and advocate for carer-friendly employment practices.

- Support employers to implement flexible working arrangements, workplace adjustments and inclusive recruitment processes.
- Provide information, advice and guidance to employers regarding carers' rights, Carers Leave legislation, workforce retention and wellbeing.
- Organise employer engagement events, workshops, networking opportunities and awareness campaigns.
- Develop employer case studies, best practice resources and promotional materials that demonstrate the benefits of supporting unpaid carers in the workplace.
- Support employers to progress through Shine Accreditation and promote uptake of the accreditation framework across the region.

Partnership Working & System Coordination

- Develop and maintain effective relationships with NEMESA, Shine, local authorities, DWP, NHS partners, employers, VCSE organisations and wider employability providers.
- Work closely with the Employability Manager to ensure employer engagement activity supports participant progression and employment outcomes.
- Contribute to the development of integrated referral pathways with Connect to Work, WorkWell, Jobcentre Plus and other employability programmes.
- Represent the programme at regional employment, workforce and stakeholder forums.
- Work collaboratively with consortium partners to ensure consistent employer engagement and digital delivery across all seven local authority areas.
- Share learning and good practice to influence regional approaches to supporting unpaid carers into employment.
- Support wider sustainability planning by embedding employer relationships and digital resources beyond the life of the programme.

Operational Management & Quality Assurance

- Provide direct line management, supervision, support and performance management for staff within the employer engagement and digital functions.
- Develop and maintain Standard Operating Procedures relating to employer engagement and digital service delivery.
- Ensure consistent, high-quality delivery across all local authority areas.
- Implement quality assurance processes to monitor compliance, consistency and effectiveness.
- Ensure all employer engagement activity is accurately recorded and evidenced.
- Work closely with the Strategic Lead to identify service improvements, risks and opportunities.
- Maintain oversight of employer activity, digital resources and engagement performance.
- Ensure systems, processes and staff practice align with contractual requirements and programme specifications.

Monitoring, Evaluation & Reporting

- Maintain accurate records of employer engagement activity, digital interventions and employment outcomes.
- Ensure consistent use of CRM systems and monitoring processes.
- Produce regular management information and performance reports for the Strategic Lead.

- Analyse employer engagement, digital participation and outcome data to identify trends and opportunities for improvement.
- Contribute to quarterly funder reports, claims and evaluation requirements.
- Support the development of case studies, impact reports and evidence submissions.
- Monitor progress towards employer engagement, digital participation and employment outcome targets.
- Contribute to programme-wide learning and continuous improvement activities.

Safeguarding & Risk Management

- Ensure all activities are delivered in accordance with safeguarding policies, procedures and local authority thresholds.
- Monitor risks associated with employer engagement, digital delivery and data security.
- Maintain accurate safeguarding and risk management records.
- Promote safe, ethical and accountable practice in all aspects of service delivery.
- Contribute to organisational risk management and service improvement processes.

General Responsibilities

- Attend team meetings, supervision, appraisals, training and regional partnership meetings.
- Participate in continuous professional development and mandatory training.
- Travel across the North East region as required to support employers, partners and programme delivery.
- Act as an ambassador for Working for Carers North East and North Tyneside Carers' Centre.
- Promote equality, diversity, inclusion and accessibility throughout all aspects of the role.
- Undertake any other reasonable duties as required by the Working for Carers NE Strategic Lead, or Chief Executive.

Person Specification

Qualifications and Training

Criteria	Essential	Desirable
Qualifications and Training		
Degree level qualification or equivalent professional experience in digital development, business development, employability, workforce development, marketing or a related field	X	
Recognised management, leadership or business qualification, or equivalent experience	X	

Knowledge and Experience

Minimum 3 years' experience in a management, employer engagement, business development or programme delivery role	X	
Experience of developing and managing relationships with employers and external stakeholders	X	
Experience of delivering employer engagement, workforce development or employability programmes	X	

Experience of developing, implementing or managing digital platforms, online resources or digital engagement tools	X	
Experience of influencing workplace practice and supporting organisational change	X	
Experience of managing staff, projects or programmes and achieving performance targets	X	
Experience of partnership working across multiple organisations and sectors	X	
Experience of monitoring performance, analysing data and producing reports for funders or senior management	X	
Experience of using CRM systems, databases and digital reporting systems	X	
Experience of working with unpaid carers or carer-focused services		X
Knowledge of employment, skills, health and social care systems across the North East		X

Skills, Abilities and Attributes		
Ability to develop and implement employer engagement and business development strategies	X	
Strong relationship-building and networking skills with the ability to influence senior stakeholders	X	
Ability to engage, motivate and support employers to adopt carer-friendly workplace practices	X	
Ability to scope, develop and improve digital platforms, online resources and user engagement tools	X	
Strong project management and organisational skills with the ability to manage competing priorities and deadlines	X	
Excellent communication and presentation skills with the ability to engage a range of audiences	X	
Ability to analyse performance data, identify trends and use evidence to drive improvement	X	
Ability to work collaboratively across complex partnerships and multi-agency environments	X	
Ability to work independently, using initiative and sound judgement	X	
Strong digital skills, including Microsoft Office, CRM systems, digital communications and reporting tools	X	
Ability to produce high-quality reports, proposals, presentations and business communications	X	
Commitment to equality, diversity and inclusion	X	
Commitment to safeguarding, confidentiality and professional boundaries	X	
Creative and innovative approach to problem solving and service development	X	
Flexible approach to working hours, including occasional evenings and	X	

weekends when required		
Ability to travel across the North East region efficiently	X	
Full driving licence and access to a vehicle		X

Personal Qualities

Passion for improving opportunities and outcomes for unpaid carers	X	
Proactive, self-motivated and able to work with minimal supervision	X	
Professional, credible and confident when working with employers and strategic partners	X	
Resilient and adaptable in a changing environment	X	
Commitment to continuous learning and improvement	X	
Enthusiastic ambassador for the Working for Carers programme and the wider carers agenda	X	