

Job Description

Post title	Engagement Lead
Grade	N7
Directorate	Operations
Team	People and Culture
Reporting to	Strategic People Partner – Culture and Engagement
Responsible for	No direct reports

Job Purpose

We are building a culture that reflects a delivery-focused, mission-led and forward-thinking organisation. As we grow, we are attracting and developing a powerful and diverse workforce united by a shared purpose: delivering meaningful outcomes for people across the North East. Our culture is rooted in collaboration, accountability and inclusivity.

Our Engagement Lead is responsible for leading the coordination and delivery of colleague engagement, employee voice, belonging, inclusion and culture activity across the organisation. Working within agreed engagement priorities and frameworks, the role will lead practical delivery of engagement campaigns, listening activity, culture initiatives, colleague recognition, volunteering, leadership engagement and learning activity that helps colleagues feel connected, involved and able to contribute to organisational priorities.

The postholder will work collaboratively with colleagues across People, Culture, Transformation, Inclusion, Communications and service teams, providing support for engagement and culture activity, helping to embed organisational values and support a positive employee experience during organisational growth and change.

Through effective engagement, insight and culture activity, the role will contribute to building a high-performing, inclusive and delivery-focused culture that helps colleagues understand organisational priorities, take ownership of performance and deliver meaningful outcomes for the people of the North East.

Duties and responsibilities

1. Engagement and Culture Activities

- Lead the coordination and delivery of engagement activities including colleague voice sessions, pulse surveys, listening activity, culture campaigns, recognition initiatives and engagement events such as directorate away days, all-colleague sessions, huddles other opportunities for colleagues to connect, contribute and participate.
- Bring organisational values and culture to life through activities that foster connection across teams, including reward and recognition activity, peer-to-peer recognition schemes and opportunities to celebrate colleague contribution, behaviours and achievements.
- Develop colleague resources that support participation, belonging and positive employee experience, ensuring they are accessible, inclusive and aligned to organisational priorities.
- Coordinate activities that support cultural integration across legacy organisations, strengthening a shared organisational identity and mitigating risks of fragmentation and disengagement.
- Deliver activities that help colleagues connect with organisational values, shared purpose and opportunities to get involved, including coordinating volunteering activity, identifying suitable opportunities and supporting colleagues to use their allocated volunteering days.

2. Engagement Insight, Action Planning and Change Support

- Coordinate colleague listening, engagement surveys, pulse checks and feedback mechanisms as part of a planned year-round employee voice approach.
- Collate and analyse engagement themes, participation data and feedback to identify risks, opportunities and practical actions.
- Support leaders and managers to translate engagement insight and colleague feedback into visible local and organisation-wide action.
- Provide engagement support for major organisational change, including workplace moves, new ways of working, system enhancement and organisational transformation activity.
- Develop practical engagement plans, manager briefing content, colleague resources, FAQs and feedback mechanisms that reduce ambiguity, build confidence and support adoption during change.
- Monitor engagement impact and emerging themes, escalating risks and opportunities to the Strategic People Partner where appropriate.
- Lead the tactical delivery coordination of the culture, engagement and employee voice strategy by maintaining workstream plans, coordinating first-90-day activity, confirming baselines, supporting target setting and collating updates for review gates.
- Coordinate action planning, monthly insight reporting and visible feedback updates such as “you said, we did”, ensuring actions are tracked and progress is communicated through agreed routes.

3. Engagement Platforms and Colleague Resources

- Use engagement platforms, survey tools and colleague resources to support effective listening, participation, feedback and action tracking.
- Work with digital, IT and Communications colleagues to ensure engagement content and resources are accessible, inclusive, easy to navigate and user-centred.
- Maintain agreed standards for engagement resources, ensuring information is accurate, inclusive, timely and aligned to organisational values.
- Support the development of colleague-facing resources that encourage participation in engagement, belonging, recognition and inclusion activity.
- Use engagement platform data and feedback to understand reach, participation and impact, recommending improvements where needed.
- Support consistent access to trusted engagement resources during organisational change so colleagues understand opportunities to get involved, share feedback and influence improvements.

4. Belonging, Inclusion and EDI Implementation

- Support delivery of EDI, belonging and inclusion activities through campaigns, communications, events and colleague resources.
- Support the coordination of colleague networks, listening groups, and other belonging-led initiatives.
- Produce EDI-related communications and promote inclusive practices through internal channels.
- Help embed a culture where employees feel seen, respected, and able to contribute meaningfully.

- Support campaigns that encourage workforce participation in inclusion and disclosure initiatives, helping the organisation meet PSED requirements through psychologically safe, transparent and trust building communication.
- Develop and maintain an annual belonging and inclusion activity plan that brings organisational pledges and commitments to life throughout the year through campaigns, events, colleague stories, learning opportunities and participation routes.
- Track participation, feedback and learning from belonging and inclusion activity to support continuous improvement and demonstrate how commitments are being embedded in day-to-day organisational life.
- Coordinate awareness activity and colleague engagement linked to external commitments and partnerships, ensuring activity is planned, inclusive and connected to wider culture and engagement priorities.

5. Collaboration and Coordination

- Build strong working relationships across People and Culture, Communications, Transformation, Inclusion, senior leaders and managers across the organisation.
- Lead the coordination of engagement, culture, inclusion and colleague experience activity across workstreams, ensuring agreed plans are delivered effectively, consistently and within agreed timescales.
- Provide regular updates on progress, risks, themes, participation, feedback and impact to support assurance and evidence-based decision making.
- Own and maintain practical delivery tools such as workstream plans, campaign calendars, listening schedules, action logs, milestone trackers and review summaries to support effective implementation.
- Use engagement insight, participation data and colleague feedback to identify opportunities to improve delivery, strengthen performance and support leaders in making informed decisions.
- Support project work as required, particularly activity linked to organisational transformation, culture, engagement, inclusion and colleague experience.
- Work with the Strategic People Partner and relevant workstream leads to translate agreed engagement priorities into practical activities, delivery milestones and measurable outputs.

Organisational responsibilities

• Communication

We communicate effectively with our peers, partners and local authorities and work collaboratively to provide the best possible outcomes. Communication between teams, services and partner organisations is imperative in providing the best possible service to the region.

• Confidentiality

All colleagues are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

All colleagues must be aware that they have explicit responsibility for the confidentiality and security of information received and shared in the course of work and in using organisational information assets.

• Health, Safety and Wellbeing

We take responsibility for health, safety and wellbeing in accordance with the North East CA Health and Safety policy and procedures.

• Performance Management

We promote a culture whereby performance management is ingrained, and the highest of standards and performance are achieved by all. You will contribute to the organisation's appraisal processes to ensure continuous learning and improvement and to increase organisational performance.

All colleagues will receive appraisals, and it is the responsibility of each staff to follow guidance on the appraisal process.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by their manager.

Values and Behaviours

Our values and behaviours are the things that are important to us, individually and as a team. They articulate the way we want to conduct ourselves. Combined, they work together to make us who we are and we use them to anchor all that we do. The North East CA values are:

- Strive for brilliance.
- One team.
- Drive sustainability.
- Make it happen.
- Be inclusive.

Equalities and Diversity

We are committed to creating a fairer North East where everyone can thrive with aspirational jobs, new skills, and better homes. All employees are responsible for taking proactive steps to eliminate discrimination, advance equal opportunities and foster good relationships in every aspect of their work.

This role supports the delivery of inclusion, belonging and engagement activity that helps colleagues feel informed, involved and connected, whilst contributing to the organisation's wider equality, diversity and inclusion commitments.

Special requirements of post

- **DBS**

This post is not subject to a disclosure.

- **Politically restricted**

The North East CA has designated that this post is not politically restricted in accordance with the requirement of section 1(5) of the Local Government and Housing Act 1989 and by regulations made from time to time by the Secretary of State.

Person Specification: Engagement Lead

The following criteria will be used to shortlist at the application stage and will be further explored at the interview stage. Criteria reflect the delivery, engagement, **culture**, inclusion, **insight** and transformation support requirements set out in the approved business case.

	Essential	Desirable
Qualifications	• Relevant professional qualification or accreditation in employee engagement, organisational development, EDI, HR or related fields • Evidence of continuing professional development in engagement, EDI, culture, HR, organisational development or related fields.	• Educated to degree level or equivalent experience in Human Resources or related specialism.
Experience	• Experience coordinating colleague engagement, employee voice, listening activities or culture campaigns. • Experience working collaboratively with multiple stakeholders. • Experience delivering or supporting organisation-wide EDI, belonging or cultural programmes, including activities linked to statutory duties such as the PSED. • Experience coordinating engagement campaigns, communication activity or colleague events. • Experience gathering and reporting engagement, participation or feedback data. • Experience using insight, feedback or communication data to support service improvement, organisational performance and delivery of agreed outcomes. • Experience evaluating engagement activity, colleague feedback or participation data and using insight to improve reach, impact and outcomes. • Experience supporting engagement and colleague experience activity during organisational change, such as workplace moves, system implementation or new ways of working. • Experience developing colleague-facing resources, briefing materials and feedback mechanisms that support participation, understanding and involvement.	• Experience working in a public sector or complex organisational environment. • Experience coordinating employee networks or colleague-led groups.

Skills and Knowledge	• Strong facilitation, engagement planning and colleague involvement skills. • Strong organisational and planning skills. • Ability to gather, analyse and report engagement feedback and participation data. • Confidence using engagement platforms, survey tools, feedback mechanisms and digital resources to support colleague voice and participation. • Ability to work effectively across matrix-managed teams and stakeholder groups. • Confident developing accessible and engaging colleague resources, engagement materials and participation tools that support inclusion and involvement. • Ability to develop practical engagement plans, manager briefing materials, FAQs, feedback loops and colleague-facing updates that support confidence and adoption during change.	• Knowledge of behaviour science, belonging frameworks or culture change approaches.
Personal Qualities	• Proactive and delivery-focused. • Outcome-oriented, with a clear focus on quality, pace and making a positive impact through delivery. • Collaborative and able to build positive relationships at all levels. • Creative and solutions-focused thinker. • Confident, approachable and inclusive in style. • Committed to equality, diversity, belonging and positive employee experience. • Able to build trust and psychological safety through transparent, sensitive and inclusive communication. • Committed to reducing organisational and cultural risk by improving how colleagues feel informed, respected and connected.	• Ability to influence and motivate without formal authority.
Additional Requirements	• Commitment to the organisation's values and behaviours. • Willingness to work flexibly and support events where required.	