

## Job profile

### Service and job specific context statement

<b>Directorate:</b>	Children and Young People's Service
<b>Service:</b>	Children and Families
<b>Post title:</b>	Youth Voice and Creative Engagement Strategic Manager
<b>Grade:</b>	N
<b>Responsible to:</b>	Head of Effective Practice & QA
<b>Staff managed:</b>	Manage a team of staff and volunteers
<b>Date of issue:</b>	April 2019
<b>Job family:</b>	<b>P&amp;T - Professional &amp; Technical</b>

### Job context

- This role operates within CYPS and will be responsible for providing visionary leadership to realise the Council commitment to service user voice and engagement and will support CYPS in meeting statutory duties to listen to Children and Young People (CYP).
- This is a dynamic and strategic role and is responsible for developing and driving forward a participation and creative engagement strategy and raising the visibility, profile and influence of young people's voice across the organisation and with partners.
- There will be an emphasis on co-production with children and young people
- There is an expectation the service offer will include development of and contribution to an alternative education programme - any alternative education programme would be developed across the CYPS directorate to compliment other alternative education initiatives
- The role will lead the development of good practice in engagement for CYPS and be responsible for embedding participation including workforce development opportunities for capacity building across CYPS and the organisation to ensure participation and engagement is everyone's business
- Within CYPS there will be a requirement to work strategically across multiple environments including within education, social care, health and internal directorates and external partners.
- To represent CYPS services at key strategic meetings and events, and develop key partnership services, improving integration and cross service working.
- There will be budget holding and income generation responsibilities as part of the role
- The role has line management responsibility for a countywide team and volunteers
- The post's office base is (County Hall) with requirements to travel county-wide. Home/agile working will be part of the working conditions. The post holder will be required to be able to travel across county to fulfil the post requirements
- Evening and weekend working will be required.

### Job specifics

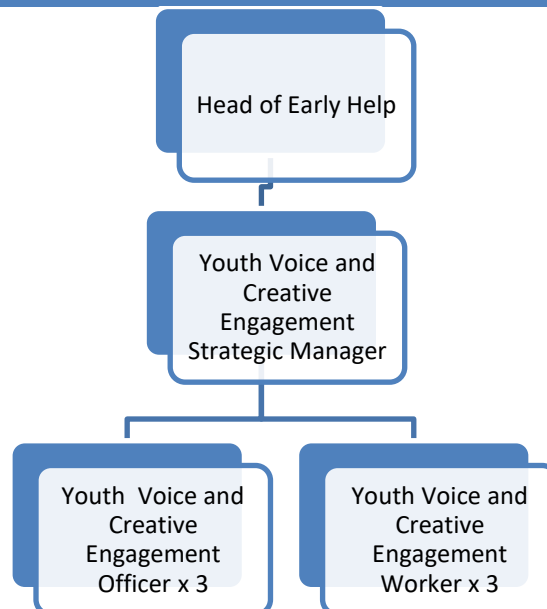
- The post holder is responsible for setting the vision for youth voice and creative engagement and developing and implementing a CYPS participation and creative engagement strategy. This will be managed to ensure the voice of children is influencing and affecting change within the organisation.
- The post holder will be required to develop and continuously review a strategy for co-production including setting out how this will take place within CYPS.
- The post holder has a lead role to agree with Senior Leaders the work programme for youth voice and creative engagement. The post holder will hold a number of specific portfolios including strategic development of policies

## Job profile

/ procedures relating to voice and also development of an alternative education programme using creative arts and engagement methods.

- Operates with a high level of autonomy, and with a broad level of indirect influence and management with both NYCC colleagues and external stakeholders.
- Works within a challenging context that requires the ability to manage (and support staff to manage) potentially conflicting demands and expectations of different groups, including challenge to council and partner decisions, and balance these with strategic objectives and vision.
- The post holder will be responsible for leading and agreeing the work programme of the whole team and will direct and oversee the work of the team including development of and direct delivery contribution to an alternative education provision offer.
- The post holder will be responsible for the marketing of the offer and collation of youth voice feedback to influence organisational wide strategy.
- Lead the introduction of digital solutions to extend reach of the service and challenge traditional thinking related to engagement and participation including influencing corporate approaches and strategies in partnership with technology and change colleagues
- To actively engage and liaise closely with colleagues across CYPS who deliver SEND and Early Help services
- In partnership with colleagues across CYPS coordinate policy initiatives around youth voice to ensure cross-cutting themes are in line with Young and Yorkshire 2 priorities
- To produce reports and analysis of engagement activity to ensure that contextual information for CYPS managers and partners is comprehensive and informs decisions, service improvements and strategic developments

### Structure



## Job profile

### Job Description

<b>Job purpose</b>	<p>The core focus of this job is to provide dynamic leadership to set a strategic vision and strategy for CYPS in relation to youth voice and creative engagement and give operational direction to staff they directly manage and influence participation practice across CYPS and the organisations.</p> <p>Arranging/delivering services within budget. Planning and reviewing services. Promote multi-agency liaison and integration. Contribute to improving service delivery. Co-ordinate arrangements locally for customers. Monitor, review and implement changes.</p>
<b>Operational management</b>	<ul style="list-style-type: none"> <li>• To act as lead officer in the area of specialism</li> <li>• To provide leadership for the agenda and manage a team of officers, workers and volunteers to deliver strategy and service objectives</li> <li>• Develop relationships with and represent CYPS and County Council at strategic meetings both internally and externally</li> <li>• Lead on the identification of gaps in customer participation and development of approaches to involve those customer groups including development of an alternative education provision offer using creative engagement methods</li> <li>• Develop and implement innovative approaches to customer participation and co-production including development of an alternative education provision offer using creative engagement methods</li> <li>• Provide challenge to CYPS to support the ongoing improvement of engagement and youth voice</li> <li>• Lead on the development of new engagement-related strategy and policies</li> <li>• Lead on the development of an alternative education provision offer using creative engagement methods</li> <li>• Ensure the service appropriately influences partners and other stakeholders in the practice of youth voice and creative engagement;</li> <li>• Embed a culture of performance management across the service through the development and operation of appropriate monitoring systems and processes focussed on customer outcomes and delivery of key objectives.</li> <li>• Lead in the development and implementation of service improvement projects and initiatives.</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Succinctly communicate the vision and strategy for youth voice and creative engagement</li> <li>• Establish key strategic relationships with partners and establish collaborative working relationships</li> <li>• Establish respectful, trusting relationships with customers.</li> <li>• Develop and use effective communication systems appropriate to the audience.</li> <li>• Negotiate effectively opportunities to maximise and align youth voice and creative engagement opportunities with external agencies to ensure best value for the Council and promote integrated working</li> </ul>
<b>Partnership / corporate working</b>	<ul style="list-style-type: none"> <li>• Maximise the potential and contribution of partners in delivery of services;</li> <li>• Work in a team context forging and sustaining relationships across agencies and respecting the contribution of others working with customers.</li> </ul>

## Job profile

	<ul style="list-style-type: none"> <li>Establish effective liaison with external organisations to improve service effectiveness and maximise the opportunity to influence others to achieve aims and objectives of the County Council</li> <li>Ensure effective engagement and consultation with community groups, the public and other stakeholders to understand customer needs to ensure that the services delivered reflect community aspirations.</li> </ul>
<b>Resource management</b>	<ul style="list-style-type: none"> <li>To be responsible for staffing and associated budget.</li> <li>To take responsibility for the performance of the team and manage the overall work of the team, taking responsibility for decision making of escalated issues, professional judgements and delegation as appropriate.</li> <li>To ensure staff in the team are clear about what is expected of them, are kept informed about their performance and enabled to develop the necessary skills and knowledge through supervision, appraisal and development opportunities.</li> <li>Manage budgets as delegated ensuring that expenditure is kept within existing allocations, advising line manager of additional resource requirements and assist with the preparation of an annual budget.</li> </ul>
<b>Systems and information</b>	<ul style="list-style-type: none"> <li>Develop a performance framework to demonstrate the implementation and effectiveness of the strategy.</li> <li>Use of appropriate databases and systems to ensure effective delivery and impact of the service.</li> <li>Prepare and present information to an appropriate audience as required.</li> <li>Provide accurate and timely information through the analysis of team performance, preparation of returns and reports, maintaining records and access databases</li> <li>Ensure service information is available to customers and the general public as appropriate.</li> </ul>
<b>Strategic management</b>	<ul style="list-style-type: none"> <li>Advise on service and business planning, particularly in relation to the establishment of service standards, business objectives and performance indicators for the Service in relation to customer participation and development of approaches to involve those customer groups including development of an alternative education provision offer using creative engagement methods.</li> <li>Lead on behalf of the team in the monitoring of performance and delivery against strategic and operational targets and indicators.</li> <li>Lead on behalf of the team in the review and development of policies and guidance so as to ensure the delivery of business objectives and statutory obligations.</li> <li>Lead on behalf of the team in the development and review of appropriate strategies and policies to ensure the aims and objectives of the service remain clear, focussed and appropriate whilst reflecting statutory obligations and Council priorities.</li> </ul>
<b>Safeguarding</b>	<ul style="list-style-type: none"> <li>To be committed to safeguarding and promote the welfare of children, young people and adults, raising concerns as appropriate.</li> </ul>

## Job profile

Person Specification	
Essential upon appointment	Desirable on appointment
<b>Knowledge</b> <ul style="list-style-type: none"> <li>Specialist expertise in engagement, participation and creative methods of engagement relevant to the Service</li> <li>Knowledge of budget and staff management processes.</li> <li>Knowledge and understanding of setting vision, strategy and implementation in the relevant area of specialism</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of performance improvement methods</li> </ul>
<b>Experience</b> <ul style="list-style-type: none"> <li>Significant experience and proven track record in leading strategic vision and strategy implementation</li> <li>Leading engagement, participation and creative methods of engagement relevant to the Service</li> <li>Proven track record of delivering on time and to expectation</li> <li>Proven experience of motivating and managing staff and performance.</li> <li>Experience in developing policy and procedures</li> <li>Proven and effective experience of the management of resources in a changing organisational environment, including financial resources.</li> <li>Experience of collaborative inter and intra agency work</li> <li>Operational experience of working in partnership with community and/or voluntary sector to deliver public services</li> </ul>	
<b>Occupational Skills</b> <ul style="list-style-type: none"> <li>Ability to assimilate new initiatives, technology and software and interpret information.</li> <li>Ability to lead and manage complex programme of work</li> <li>Confidently uses persuasion, influencing and/or negotiation techniques to influence others in difficult situations.</li> <li>Motivation and leadership skills</li> <li>Identifies possible causes of problems and implements solutions to minimise future occurrence.</li> <li>Ability to take clear decisions</li> <li>Ability to work in a pressurised environment, deal with competing demands and determine priorities</li> <li>Ability to build capacity amongst others</li> </ul>	
<b>Professional Qualifications/Training/Registrations required by law, and/or essential for the performance of the role</b> <ul style="list-style-type: none"> <li>A degree level or professional qualification equivalent in the relevant specialism</li> <li>Education degree level and above</li> </ul>	<ul style="list-style-type: none"> <li>A management or post graduate qualification</li> </ul>
<b>Other Requirements</b> <ul style="list-style-type: none"> <li>Ability to inspire others</li> <li>Ability to travel across the County</li> <li>Ability to attend meetings outside of normal business hours</li> <li>Professional values and attitudes</li> </ul>	

## Job profile

- Ability to work both on autonomously and anticipate change, use own initiative and also work part of a team within own service area and with external partners
- Ability to work to specified deadlines

### Behaviours

[Link](#)

NB – Assessment criteria for recruitment will be notified separately.

Optional - Statement for recruitment purposes: You should use this information to make the best of your application by identifying some specific pieces of work you may have undertaken in any of these areas. You will be tested in some or all of the skill specific areas over the course of the selection process.