

<b>Job Description</b>	Census engagement manager
<b>Location</b>	Across England and Wales
<b>Contract Hours</b>	37 hours per week
<b>Contract Dates</b>	28 September 2020 to 14 May 2021
<b>Working pattern</b>	Hours are flexible and need to be worked to best support the communities you are working with (this will need to include some evening and weekend work)

## The census

The census is a once a decade compulsory survey of the entire population of England and Wales. It provides detailed information and statistics that drive future decisions and the direction of the country.

Census 2021 will continue a history that stretches back more than 200 years - there's been a census every ten years since 1801, except for 1941. The census is unique and touches every individual and household in the UK. The data collected is vital in helping us understand our society. It opens a window on the needs of different groups within our population, supports equalities monitoring and is used by organisations and individuals to make decisions that affect us all. Government, businesses, charities and local authorities use the data to understand changing demands for transport links and for public services such as schools, doctors' surgeries and hospitals.

The Office for National Statistics (ONS) carries out the census for England and Wales. Find out more about the Census 2021– [www.census.gov.uk](http://www.census.gov.uk)

## The purpose of a census engagement manager

You will:

- work with councils and diverse communities to help make Census 2021 a success in your area
- build trust and encourage participation in the census, ensuring the data it subsequently provides is representative of everyone
- understand your area and engage diverse groups of the population within it
- ensure the maximum number of people complete their census questionnaire
- focus on groups within your area that need additional support or encouragement to take part
- act as the day to day contact for local authorities on census matters

## Managing community advisers

- some census engagement manager roles will manage one or more community advisers
- the role of a community adviser is similar to that of the census engagement manager, however these roles are recruited to work with specific communities
- community advisers are responsible for supporting the group they are working with to engage with the census and participate

- as their manager, you are responsible for overseeing their work, ensuring that they are supported in their role and performing to the required standards. You will have a series of performance indicators with which to measure the work of any community advisers working to you. You will also be expected to work together as engagement professionals where necessary, pooling your skills and experience to share best practice and effective engagement tactics

## **Main responsibilities**

These will include:

- being responsible for undertaking local engagement for the census operation in a specific area
- working with organisations and community leaders to promote and build trust in the census
- building confidence and awareness within communities by getting out and about in your local area and engaging with people in their regular meeting places
- seeking buy-in and offers of support from key intermediaries within the community, working together to ensure everyone has access to the support they need and is willing to participate in the census
- acting as the day to day contact for local authorities on census matters. You will work with them to agree a plan that will support census activities within the area
- researching, developing and implementing a local engagement plan for your area
- positively promoting Census 2021 to different audiences within your area
- giving talks and presentations to community groups, local authority staff and others to encourage involvement and participation in the census
- raising awareness of census support services. Working with ONS's 'assisted digital' provider to promote online completion
- identifying relevant local media opportunities and developing media engagement plans in conjunction with the ONS media team. You may be asked to act as a local media census spokesperson if appropriate and will receive relevant training
- using social media to promote the census to communities in your area
- running workshops and activities with local authorities, community groups and other relevant parties
- encouraging census questionnaire completion, including organising and running completion activities where you will support people to complete the questionnaire
- regularly reporting your progress to ONS HQ
- working collaboratively with colleagues such as area operations managers, census coverage survey managers and suppliers, to deliver a successful census operation locally
- ensuring confidentiality and security of census information and public confidence in data security at all times
- regularly reporting to ONS HQ on your engagement activities and the impact on both communities and local authorities

## **Management responsibilities (if you are managing community advisers)**

You'll need to:

- lead and motivate your team by meeting with them regularly (one to one, holding weekly telephone conference calls and monthly team meetings). You will ensure that

they understand and achieve their performance goals and role requirements, providing coaching and support where needed

- be the main point of contact for your community advisers when they have issues, cannot attend work or need guidance
- prepare for the start of your team and familiarise yourself with their roles; you will be responsible for your team's on-boarding
- complete employee checklists at the end of the employment period, participate in debrief and evaluation activities
- manage any health and safety and human resources (HR) issues, such as sickness absence, disciplinary, grievance and dismissal procedures, supported by an HR advice centre
- manage your team members' availability for work and monitor work provision
- use management information reports to manage your team's performance
- maintain staffing levels and deal with any performance issues

## **Essential skills and experience**

You'll need to:

- have experience, formal or informal, of engagement or outreach roles
- have proven ability to develop networks and communicate effectively with various stakeholders such as local authorities, communities and community groups
- have excellent organisational skills and the ability to prioritise to achieve deadlines
- have excellent written and oral communication with experience of dealing with people at all levels
- have a proven track record of making sound judgements and resolving issues
- have a proven ability to negotiate, work diplomatically and manage relationships with stakeholders
- be resilient – you'll be supported by colleagues and your manager but much of the time, you'll be working on your own
- have IT skills with experience of using a variety of software with a demonstrable ability to analyse information, produce reports, communicate with others and troubleshoot basic IT problems

It would be desirable for you to:

- have knowledge of the geographic area you'll be working in
- have management experience
- be able to communicate in languages in addition to English including British Sign Language
- have media handling and/or interview experience
- hold a current full UK driving licence and/or have the use of a motor vehicle (insured for business use) for which a mileage allowance will be paid (in certain areas this could be considered essential)

## **Main requirements**

You'll need to:

- be competent in using a mobile phone, tablet and laptop and have access to the internet

- spend the majority of your working time in your geographical work area
- be prepared to use your home as an office and be able to receive, check and securely store small items and supplies (you'll need to let your insurance company know that you'll be working from home)
- undertake training and attend meetings as required
- be willing to work unsociable hours or have the flexibility to work the hours to best support the community (this will include some evening and weekend work)
- be able to travel outside your work area, for example to attend meetings
- collect and distribute supplies for which a vehicle will be needed
- be eligible to work in the UK in line with the Civil Service requirements. For further details please follow this link:

<https://www.gov.uk/government/publications/nationality-rules>

### Annual leave requirements

You are entitled to 5.6 weeks' holiday per annum, calculated on a pro rata basis by reference to the number of Contractual Hours and any Additional Hours worked for ONS. Your holiday entitlement includes the usual public holidays in England and Wales.

There are restrictions on when holiday can be taken due to operational reasons, including the first six weeks of employment and from 11 January 2021 to 14<sup>th</sup> May 2021. Any unused holiday will be taken in one block during the specified holiday week, which is the last week of the employment period.

### Driving requirements

All locations, with the **exception** of the following, are considered essential driving locations.

Birmingham
Bradford
Calderdale
Cardiff
Doncaster
Dudley
Gateshead
Kirklees
Knowsley
Leeds
Liverpool
Manchester
Newcastle upon Tyne
Oldham

Portsmouth
Salford
Sandwell
Sefton
Sheffield
Solihull
Stockport
Swansea
Tameside
Trafford
Walsall
Wirral
Wolverhampton
London