

Job Description

Community Insight and Engagement Senior Manager

Service:	Community Engagement and Place-Based Working	Team:	Community Insight and Engagement Team
Location:	Preston		
Reports to:	Head of Service for Community Engagement and Place-Based Working	Staff responsible for:	Up to 15

Job Purpose

The Community Insights and Engagement Manager is a senior leadership role responsible for shaping and delivering Lancashire County Council's strategic approach to community insights and engagement, as well as place-based working.

The postholder will lead the development and delivery of the Council's Community Insights Hub, a key corporate priority, ensuring that high-quality intelligence informs decision-making, service design, and place-based working.

The role will provide strategic leadership to ensure that all communities across Lancashire are effectively engaged, particularly those who are seldom heard, enabling the Council and its partners to deliver responsive, inclusive, and evidence-led services at a local level.

Accountabilities/Responsibilities

Strategic Leadership

- Lead and deliver Lancashire County Council's strategic approach to community engagement, ensuring alignment with corporate priorities and place-based working principles.
- Design and implement a coherent, council-wide framework for engagement and insights, embedding best practice across all services.
- Act as a key advisor to senior leaders, Members, and partners on community insights, engagement approaches, and place-based delivery.

Community Insights Hub

- Lead the development and ongoing delivery of the Community Insights Hub, ensuring it becomes a central, accessible resource for community intelligence.

- Oversee the collection, analysis, interpretation, and dissemination of quantitative and qualitative insights.
- Ensure insights are used effectively to:
 - Inform policy development
 - Shape service design and commissioning
 - Support evidence-based decision-making
- Develop innovative approaches to capturing lived experience and community voice.

Community Engagement

- Provide leadership for inclusive, high-quality engagement practices, ensuring all communities have opportunities to influence decisions.
- Champion approaches that engage diverse, marginalized, and underrepresented groups.
- Develop tools, standards, and guidance to improve engagement practice across the Council.
- Work collaboratively with partners to maximize the reach and impact of engagement activity.

Place-Based Working

- Support and enable place-based working across Lancashire, ensuring strong links between community insight, engagement, and local delivery.
- Ensure that local intelligence informs multi-agency planning and interventions.
- Foster collaboration across departments and with external partners to strengthen community outcomes.

Leadership and Management

- Provide effective line management, leadership, and development for a team of up to four staff.
- Build a high-performing, collaborative team culture focused on innovation and continuous improvement.
- Manage budgets and resources effectively to deliver value for money.
- Ensure compliance with council policies, data governance, and ethical standards.

Partnership Working

- Build and maintain strong partnerships with:

- District councils
- NHS and public sector partners
- Voluntary, community and faith sector organisations
- Represent the Council at local, regional, and national forums relating to community engagement and insights.
- Identify and share best practice across partnerships.

Governance and Quality Assurance

- Ensure all engagement and insight activity complies with statutory duties, including equality and consultation requirements.
- Establish robust systems for monitoring, evaluation, and continuous improvement.
- Produce high-quality reports, briefings, and insights outputs for senior leadership and elected Members.

Other

- **Equal Opportunities**

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

- **Health and safety**

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must help us to apply our general statement of health and safety policy.

- **Customer Focused**

We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

Our Values

We expect all our employees to demonstrate and promote our values:

- **Supportive**

We are supportive of our customers and colleagues, recognising their contributions and making the best of their strengths to enable our communities to flourish.

- **Innovative**

We deliver the best services we possibly can, always looking for creative ways to do things better, putting the customer at the heart of our thinking, and being ambitious and focused on how we can deliver the best services now and in the future.

- **Respectful**

We treat colleagues, customers and partners with respect, listening to their views, empathising and valuing their diverse needs and perspectives, to be fair, open and honest in all that we do.

- **Collaborative**

We listen to, engage with, learn from and work with colleagues, partners and customers to help achieve the best outcomes for everyone.

Person Specification

Community Insight and Engagement Senior Manager

All the following requirements are essential unless otherwise indicated by *

Your ability to meet the job requirements will initially be assessed by the information provided on your application but further assessment will be undertaken at interview and, in some cases, by using other types of assessment(s).

Qualifications
- Professional and/or academic level qualification or equivalent experience in any of the following: - Public policy / public administration - Social sciences (sociology, geography, politics) - Community development - Business or management - Public health - Data analytics / social research
Experience
- Significant experience of leading community engagement and/or insight functions within a complex organisation. - Proven track record of delivering strategic programmes and influencing at senior level. - Experience of managing and developing teams, including performance management. - Experience of working within or alongside public sector and partnership environments. - Demonstrable experience of place-based working or community-centred approaches. - Experience of leading multi-agency work in defined places (e.g. neighbourhoods, districts) and involvement in designing and implementing place-based models. - Producing needs assessments or Community insight reports that combine data and community voice. - Financial management at a senior level, ideally with multiple budgets.
Knowledge and Skills

- Strong understanding of community engagement methodologies and best practice.
- Designing inclusive engagement approaches with marginalized groups and seldom-heard communities.
- Understanding of best-practice in co-production, participation and neighbourhood models.
- Expertise in data, research, and insight analysis, including translating insight into action.
- Knowledge of equality, inclusion, and working with diverse communities.
- Excellent strategic thinking and problem-solving skills.
- Highly developed communication and influencing skills, with the ability to engage a wide range of audiences.
- Ability to balance strategic leadership with operational delivery.
- Awareness of Local Government Reorganisation in Lancashire.
- A collaborative and inclusive leader.
- Innovative and able to lead change.
- Politically aware and able to navigate complex environments.
- Committed to continuous improvement and organisational learning.

Other essential requirements

- Commitment to equality and diversity.
- Commitment to health and safety.
- Display the LCC values and behaviours at all times and actively promote them in others.