Job title	Branch Empowerment Officer
Reports to	Head of Marketing, Membership & Digital
Hours of work	37 per week but part-time/flexible working may be considered
Contract	Two-year pilot program (Full-time, with potential for permanency)
Salary	SCP 24 - 28, £33,024 - £36,648 FTE Plus Local Government Pension Scheme
Location	Home based with travel to SLCC branches across England and Wales, and to other locations in the course of the work. All travel and subsistence expenses paid.

Purpose of the Role

- Lead SLCC's branch empowerment initiative, driving a two-year pilot programme aimed at revitalising and supporting county branches across England and Wales.
- Conduct a comprehensive review of the purpose, function, effectiveness, and added value of branches, considering the significant changes brought about by the pandemic and the evolving operational landscape.
- Build strong relationships with key stakeholders, including principal authorities, National Forum representatives, SLCC President, and County Associations to ensure collaborative success across all counties.
- Implement and manage digital tools, such as the Branch Officers' Hub, to streamline communication and resource sharing.
- Manage recognition schemes and awards to motivate and celebrate branch achievements.
- Ensure that branches are equipped with the necessary skills, resources, and support to manage their operations effectively.
- Regularly evaluate the programme's success, providing progress reports and recommendations for further improvements.

Key Duties & Responsibilities

Branch Assessment, Development, and Policy Review
- Conduct comprehensive audits of existing branches to assess their support requirements, effectiveness, and coverage.
- Develop strategies for restructuring, reactivating, and creating successful branch models.
- Review, update, and oversee the implementation of branch rules to ensure alignment with best practices, working closely with individual branches to adopt appropriate changes.

Digital Resource Management
- Collaborate with the SLCC marketing team to design and implement the Branch Officers' Hub, managing and updating the platform regularly.
- Develop and maintain a comprehensive digital information pack for branch officers to streamline resource sharing.

Training and Development

- Work with the SLCC training team, branch officers, and County Associations to develop and deliver training programmes and branch events.
- Provide training for new branch officers and mentors, while facilitating succession planning and talent identification within branches.

Stakeholder Engagement and Collaboration

- Liaise with key stakeholders, including principal authorities, National Forum representatives, the SLCC President, and County Associations, ensuring collaboration and information sharing among branches.
- Organise regular virtual and in-person meetings for branch officers.

Recognition and Awards

- Manage the Myrna Liles award and other recognition initiatives to celebrate outstanding branch performance and boost member engagement.
- Implement new initiatives to encourage professional development within branches.

Reporting, Evaluation, and Continuous Improvement

- Monitor and evaluate branch performance, providing regular reports on the pilot programme's progress.
- Stay informed on sector trends and best practices, proposing improvements to branch support strategies and adapting the role as necessary.

Person Specification		
Experience	**E**	**D**
A Certificate in Local Council Administration (CiLCA)	X	
A track record of successfully implementing new initiatives or programs	X	
Strong analytical skills for conducting branch audits and developing improvement strategies	X	
Flexibility to travel as required to visit branch locations and attend meetings	X	
Skills	**E**	**D**
Excellent verbal and written communication	X	
Strong presentation and public speaking abilities	X	
Active listening and interpersonal skills	X	
Ability to motivate and inspire others	X	
Proficiency in Microsoft Office suite	X	
Understanding of local council structures and operations	X	
Ability to lead workshops and group discussions	X	
Virtual event hosting		X

E – essential, D - desirable