

# Role profile

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Role title	Local Authority Engagement Manager
Section	Stakeholder Engagement
Directorate	Strategy and Growth
Reports to	Stakeholder and Responsible Business Manager
Date	May 2024

At Electricity North West Limited we are committed to creating a sense of belonging for our colleagues and therefore we ask our applicants to talk to us about any reasonable adjustments that may be required throughout our recruitment processes.

## Purpose of the role

Electricity North West (ENWL) has committed to deliver our RIIO-ED2 Business Plan and to develop and prepare future business plan submissions. In order to do that we must deliver the organisation's stakeholder engagement strategy including developing regional strategic stakeholder relationships which can help influence business decisions and influence business change. Providing insight to the business and the stakeholder to enable effective decision-making and advising on key issues. Helping to develop and encourage engagement and transparency where appropriate to improve our reputation among key strategic stakeholders.

The Local Authority Engagement Manager will take responsibility for the framework within which relationships and interactions with our Local Authority stakeholders take place. This role, in conjunction with the wider business will identify processes that will support delivery of our commitments, support the regions in their strategic growth, net zero carbon and energy transition ambitions and act a key strategic relationship manager.

This will be an important appointment that will require extensive networking across the Local Authorities in the region, across the ENWL business and at an industry level, also representing our region and Electricity North West's interests on industry working groups and regional stakeholder forums.

## Knowledge, Skills and Experience



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- Educated to degree level or substantial relevant experience.
- Knowledge of the Electricity Distribution sector and the challenges facing the industry and our stakeholders.
- Proven, substantial experience of defining and delivering proactive stakeholder engagement, communications strategies, events and materials in a corporate, regulatory or government environment.
- Experience in developing and maintaining relationships and networks across a broad spectrum of external stakeholders and internal stakeholders with a specific focus on local government and outstanding interpersonal and relationship management skills.
- Excellent presentation and influencing skills that demonstrate credibility and gravitas to internal and external audiences.
- A strategic thinker with the ability to analyse and distil information and identify opportunities.
- Ability to manage multiple projects and deliver personalised relationship management.
- Understanding of issues management in a corporate reputation context.
- Commercially astute, measurement focused and pragmatic.
- Ability to grasp technically complex areas and translate appropriately for the audience.
- Highly organised with a collaborative results focus and the ability to combine long-term planning and shorter term work and excel at both and deliver measurable benefits.

## Principal responsibilities of the role

1. Key account management – you will be responsible for identifying and detailing, initiating and maintaining meaningful strategic relationships and engagement across all Local Authorities in the ENWL region and provide a gateway for coordinating specialist technical support across the business.
2. You will ensure that regional Local Authority needs are understood and expectations are delivered as agreed and where possible provide strategic support for collaboration between LA entities in relation to key ENWL activities including understanding their strategic investment and development plans, energy capacity and investment to support energy plans, regional net zero ambition and its impact on the ENWL network, supporting north west electricity customers and future skills.
3. You will ensure that all Local Authorities understand and can contribute to discussions on DSO and network capacity management, the net zero transition, the current business plan delivery and investment and participate in the future business planning process. You will ensure that they are sufficiently informed advocate positively for ENWL and provide meaningful responses to the annual DSO Survey and Stakeholder Engagement Survey and any regulatory consultations as necessary.
4. You will be able to interpret the ENWL business plan appropriately for a Local Authority audience to ensure that they are engaged and informed and contribute to consultations as appropriate.



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5. You will manage key strategic partnerships, representing Electricity North West and proactively support business units and leaders to effectively consult and engage stakeholders on relevant projects and identify, coordinate and develop new opportunities, briefings and materials.
6. You will share information from our Local Authority Stakeholders and partners to ensure lessons are learnt, insights incorporated and engagement is appropriately input and measured on the relationship management system (Tractivity)
7. You will participate in wider stakeholder engagement activities including events, internal governance meetings etc and submit measurements and reports as required and support the wider stakeholder engagement and communications team as required.
8. Personal and professional development – you will proactively identify and undertake activities for ongoing personal and professional development.
9. Safety, health and wellbeing – you will proactively identify and undertake activities to maintain safe working practices and good health and wellbeing.

You will also demonstrate the following behavioural competencies:

Behavioural Competency	Enter 'Y' for relevant competences
Thinking - Forward thinking - You can take a forward looking perspective when considering the delivery of decisions, activities and projects.	Y
Thinking - Customer understanding - You have a thorough understanding of the needs of internal/external customers and you use this understanding to promote excellent customer service to maximise business.	Y
Influencing - Concern for impact - You anticipate and respond to the needs of others in order to achieve an appropriate outcome. You are sensitive to the impact you have on others and you can modify your approach to influence the outcomes of your dealings with different people.	Y
Achieving - Results focus - You set objectives for yourself and others and ensure they are achieved within agreed parameters which in turn delivers successful business outcomes.	
Achieving – Initiative - You anticipate situations and problems, finding appropriate solutions and grasping opportunities. You take action that potentially adds value to the business and represents your contribution distinctively.	Y



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Self-Managing – Tenacity - You are able to demonstrate repeated effort and resilience when overcoming a number of obstacles to achieve results, showing a positive attitude despite setbacks.	
Self Managing – Independence - You are prepared to raise issues in the face of opposition. You are able to stand up for your own ideas, not give in to group pressure and challenge more senior colleagues.	Y
Self Managing – Flexibility - You adapt your thinking and behaviour to suit the requirements of different situations; you see the value of an alternative view and are receptive to changing circumstances.	Y

**Dimensions of the role** e.g. Direct Budget, Number of Direct Reports, Capex Influence, Opex Influence)

- No direct reports
- No direct budget – delegated budget responsibility to ensure that stakeholder activities are managed to available budget

## Key measures (Performance Indicators)

**You will have company key measurements and targets to adhere to both personal and team including**

- Improvement in stakeholder satisfaction survey, particularly in relation to Local authorities and strategic partners and other external assurance and benchmarking of stakeholder satisfaction.
- Development of material issues, and positive feedback from stakeholders regarding businesses approach and responsiveness to their views
- Management of any allocated budgets
- DSO satisfaction survey results and external benchmarking
- Customer service
- Safety

## Key relationships (Internal & External)

### Internal

- Executive Leadership Team
- Stakeholder Team and wider Strategy and Growth team particularly DSO
- Customer Directorate: Director, Customer Vulnerability and Connections Teams
- Operations and asset management particularly in relations to investment priorities
- Communications, particularly external communications and public affairs
- All other directorates as required

### External

- Local Authorities, Combined Authorities and County Councils in the north west region



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- Business support organisations and initiatives across Cumbria, Lancashire and Greater Manchester, including Chambers of Commerce and others
- Trade associations and other sector-specific engagement routes
- UK Zero Carbon Business Partnership
- UK100



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