



## Role profile

<b>Role title</b>	Cornish Language Lead
<b>Corporate directorate</b>	Neighbourhoods
<b>Service</b>	Community Services
<b>Grade</b>	K
<b>Reports to (role title)</b>	Culture Programme Lead
<b>Version</b>	1.0
<b>JE code</b>	005154

<b>Approving manager</b>	Mark Trevethan
<b>Date</b>	July 2022

If you would like this information in another format please contact:

**Cornwall Council**  
**County Hall**  
**Treyew Road**  
**Truro TR1 3AY**

Telephone: **0300 1234 100**

Email: **[enquiries@cornwall.gov.uk](mailto:enquiries@cornwall.gov.uk)**

**[www.cornwall.gov.uk](http://www.cornwall.gov.uk)**

## Role purpose

As a member of the Culture Team you will work with the Principal Lead for Culture to maximise the Cornish Language Unit's contribution to corporate, sector and community priorities.

You will have a responsibility to increase the profile of Cornish Language regionally, nationally and internationally and increase the number of speakers.

You will have responsibility to ensure that the Cornish Language Strategy and Cornwall Council Language Plan are implemented effectively and in partnership with the relevant sector partnership bodies.

These are:

- The Cornish Language Forum
- Akademi Kernewek
- Rosweyth (the Cornish language community groups)

You will also build and develop effective partnerships with other senior Council staff, national and international partners and funding bodies, community groups and businesses to develop new innovative ways of working which contribute to the priorities of the partnership bodies, Cornwall Council and local communities.

## Dimensions

### Annual financial accountability

£150k, plus external project expenditure which could range from £25,000-£250,000

### Management accountability

Nature of management

Direct

- Support Officer
- External contracts and commissions

Number of staff managed

- 1

## Accountabilities

*Cornwall Council is a dynamic organisation and the particular duties and accountabilities may vary from time to time without changing the general character of the role or the level of responsibility entailed. Individual objectives will be agreed via the PDS appraisal process*

The Lead Officer is responsible for high level advocacy and language planning to ensure Cornish continues to gain speakers and positive public recognition and acceptance. Specifically the post holder will develop, drive and implement the Cornish Language Strategic Plan, along with the following tasks:

- To agree a shared vision with the relevant portfolio holder on the way that the Cornish language should be promoted within the internal mechanisms of the Council.

- To actively promote the inclusion of the Cornish Language within a wide range of functions and activities undertaken by CC by means of an internal Cornish Language Plan.
- To report back to the relevant portfolio holder and the SLT on progress made.
- To agree an annual action plan for the promotion of Cornish based on the Strategy
- To assist the Corporate Champion and Portfolio Holder in promoting the internal Cornish Language Plan and general Cornish Language Strategy within the Council
- Liaise with Cornwall Council Education Services to develop appropriate further introduction of (a) Cornish language and cultural awareness sessions, and (b) Cornish language learning to schools in Cornwall
- To maintain a lobbying and awareness-raising function in support of the wider use of Cornish within relevant partnerships and networks, i.e.: (a) by other public bodies, voluntary organisations and their networks; along with (b) private sector companies, economic development agencies and their networks
- Commissioning of tasks in relation to acquisition planning, e.g. research and development in relation to pre-school education
- Liaise with the Akademi Kernewek and contribute to the work of the Akademi Kernewek to ensure the development of research and resources to support the use of Cornish Language in the Standard Written Form
- Liaise with the Cornish language community groups and Adult Education Service to ensure the development of Cornish language adult education
- Manage the Welsh Joint Education Committee (WJEC) Examination Centre functions
- To foster the development of geographic locations where Cornish can be increasingly be used within the community, e
- To monitor national and international policy and legislation that may impact on the Cornish language and be alert to any opportunities which may arise
- To manage staff effectively and ensure greater integration across the Cornish Language Unit also across the wider Culture Team and Community Services Directorate
- To manage the Cornish Language budgets effectively
- To identify and maximise external funding to support delivery of Cornish Language

### **Key objectives**

With reference to the Strategic Plan for Cornish adopted on 20<sup>th</sup> March 2015 the following tasks to represent the key objectives for the current financial year.

#### **1 Acquisition planning**

To manage the Cornish Language Learning and Communications project in order to develop the delivery of Cornish language teaching in schools and promote the learning of Cornish in the community generally.

The work with the Learning and Communications project team and with other partners to:

- develop pre-school education in Cornish;
- develop immersion education in Cornish; and
- develop teacher training and accreditation.

To develop the provision of language and cultural awareness sessions for children and young people.

To develop the provision of Cornish language learning opportunities for children and young people.

To maintain and promote the present provision of effective learning opportunities for adults.

To research and develop new intensive and immersive Cornish learning opportunities with the Cornish language community groups and the Adult Education service of Cornwall Council.

## **2 Language use planning**

To establish an innovation fund to support initiatives that:

- increase the number, variety and location of settings where Cornish can be spoken socially;
- increase and develop the use of Cornish on all broadcast and social media platforms;
- further develops on-line learning.

## **3 Status planning**

To develop and implement a Cornish Language Plan in relation to the increased use of Cornish by Cornwall Council and its partners.

To maintain a lobbying and awareness-raising function in support of the wider use of Cornish within relevant partnerships and networks.

To develop, implement and maintain a general marketing plan for Cornish.

To develop, implement and maintain a general advisory and information service in relation to Cornish.

## **4 Corpus planning**

To maintain an independent Cornish Language Academy (Akademi Kernewek) to develop and publish research and resources in the Standard Written Form of the Cornish Language.

To maintain an appropriate translation service for Cornwall Council and its external partners.

## **Corporate accountabilities**

### **Information security and governance**

Manage information in line with the Council's policies, procedures and guidance on subjects such as Data Protection, Freedom of Information, confidentiality, information security and sharing, the information lifecycle and data quality, to ensure compliance and efficient and effective information governance

### **Safeguarding**

Maintain awareness of Council policies and practices regarding the safeguarding of children, young people and/ or adults who may be at risk. Report concerns/ allegations in accordance with corporate guidance and procedures

**Equality & Diversity**

Work to eliminate unlawful discrimination, harassment and victimisation and report incidents as they occur. Treat everyone with dignity and respect and ensure individual's needs are met. Challenge inappropriate behaviour and language constructively, advising on alternatives so the opportunity for change can be considered

## Competencies and other requirements

We use the following criteria below to assess your suitability for the role; please refer to the recruitment & selection column to establish at which stage the criteria are assessed. Requirements assessed at the 'Application' stage represent the minimum essential requirement for shortlisting purposes

Behaviours	Recruitment and selection
<p><b>Leadership</b> This is about inspiring and motivating others to work towards reaching a common objective. It is about proactively looking for ways to collaborate and engage with others to ensure solutions are in the customers' best interest. This includes:</p> <ul style="list-style-type: none"> <li>• communicating clearly and effectively</li> <li>• ensuring own accessibility and pro-actively supporting colleagues and team</li> <li>• sharing credit with the team and promoting the team's reputation through communicating and celebrating team successes</li> <li>• proactively seeking, developing and utilising value adding internal and/or external relationships</li> <li>• presenting own views while acknowledging and taking account of others' views and perspectives, achieving win/win solutions</li> <li>• telling people what they need to hear rather than what they want to hear, selling benefits to others and ensuring solutions are in the customers' best interests</li> <li>• admitting own mistakes and taking responsibility to put things right</li> </ul>	Interview
<p><b>Customer focus</b> This is about seeking to understand the customers' views and needs. It is about getting customer information and using it for making improvements. It means making sure that processes and practices are flexible and ensuring diversity and safeguarding policies and practices are followed. This includes:</p> <ul style="list-style-type: none"> <li>• using customer feedback systems to identify and take appropriate action</li> <li>• considering the long-term perspective when addressing the customer's needs</li> <li>• proactively distributing accurate and helpful information to customers</li> <li>• keeping customers informed and following through to ensure action is taken and issues resolved</li> <li>• actively seeking to engage and involve relevant others in delivering the best services for the customers</li> <li>• being committed to the protection and safeguarding of children, young people and vulnerable adults</li> </ul>	Application
<p><b>Results focus</b> This is about being willing to take initiative and action to seize opportunities for self and others to contribute to the financial and business success of the team/service area. It is about identifying potential opportunities to achieve team/organisational objectives and anticipating barriers and/or risks to delivery and taking action to address them. This includes:</p> <ul style="list-style-type: none"> <li>• setting appropriate clearly defined objectives and standards, ensuring self and others understand the links between corporate, service, team and individual objectives</li> <li>• planning activities and projects well in advance, taking account of potential changing circumstances and problems, adjusting plans when circumstances demand</li> </ul>	Application

<ul style="list-style-type: none"> <li>• effective and efficient use of resources (people, processes and systems) to achieve best value</li> <li>• monitoring progress against deadlines, milestones and standards</li> <li>• driving projects or activities to achieve results and addressing performance issues impacting on delivery</li> <li>• interprets risk assessments and contributes to/or develops risk management plans, ensuring compliance with legislation and council policy and procedures</li> </ul>	
<p><b>Improvement &amp; change</b>                  This is about challenging the way things are done and offering new ideas for improvement. It is about engaging others in “what if” thinking or playing devil’s advocate to encourage and assist others in finding better ways of doing things. It also involves understanding and managing the change process. This includes:</p> <ul style="list-style-type: none"> <li>• researching and applying best practices to expand current thinking and to create new ideas</li> <li>• encouraging and supporting others in taking a creative and innovative approach in how they approach their work</li> <li>• listening and remaining open to the ideas of others at all levels of the organisation</li> <li>• taking a “let’s try and see” approach to new ideas and solutions, monitoring outcomes and adapting the approach as necessary</li> <li>• proactively consulting and keeping informed those who might be or are affected by change</li> <li>• encouraging and supporting others in dealing with change</li> </ul>	Interview
<p><b>People development</b>                  This is about fostering the learning and development of others, through coaching and mentoring. It is about setting clear context and challenging objectives that will help motivate others to take ownership, maximise their performance and develop their potential. This includes:</p> <ul style="list-style-type: none"> <li>• actively listening to others in order to understand their needs and career objectives</li> <li>• contributing to and/or assisting with development and career plans with individuals that encourage them to stretch, continually learn and grow</li> <li>• providing ongoing coaching and feedback</li> <li>• if appropriate assists colleagues in reviewing development and career plans as part of PDS mid-year and year-end review processes</li> </ul>	Interview

<b>Knowledge, skills &amp; experience</b>	<b>Recruitment and selection</b>
Professional fluency in both Cornish and English.	Application / Interview
Educated to degree level or equivalent	Application
Significant cultural project management experience in local authority or other appropriate cultural body	Application
Knowledge of language planning at an UK and international level.	Application
Track record in effective change management	Application
Track record in successful lobbying and advocacy	Interview

Knowledge of networks and individuals within the Cornish language community,	Interview
Experience of contract management	Application
Knowledge of the operational areas.	Interview
Experience of assembling evidence and producing reports with recommendations for consideration by others.	Application
Experience in fundraising and in preparing funding applications	Application
Ability to establish credibility and build partnerships with public, private and voluntary sector bodies.	Application/Interview
Excellent communication, networking and interpersonal skills	Interview
The ability to promote Cornish as a cross-cutting theme within Cornwall Council in tandem with line managers	Interview
Ability to present and explain complex data simply, both orally and in writing.	Application

<b>Other requirements</b>	<b>Recruitment and selection</b>
The normal duties of the role may involve travel on a regular or occasional basis. It is a condition of employment that the role holder can exercise satisfactory travel mobility in order to fulfil the obligations of the role. For those journeys where an alternative form of transport is unavailable or impracticable the role holder will be required to provide a suitable vehicle.	<b>YES</b>
This position is subject to a criminal records disclosure check	<b>YES</b>
This is a politically restricted position	<b>YES</b>