



Northumberland
County Council

Senior OD Adviser

1 x (Culture & Behaviour Change)

1 x (Digital Learning Design & Learning Management Systems)

1 x (Digital OD & Workforce Digital Skills)

Candidate Pack

Welcome

Thank you for your interest in joining Northumberland County Council as Senior OD Adviser.

These are new roles within a redesigned OD & Culture service, created to strengthen our capability across culture, leadership, learning and digital enablement at a time of significant organisational transformation.

From June 2026, OD&C will operate under a new agile OD operating model. You will play a key role in squads delivering short cycles of work, bringing a strong OD generalist foundation alongside specialist depth in your practice area to help the service deliver flexible, focused and impactful OD support from day one.

About Northumberland County Council

Northumberland is a county of opportunity – geographically vast, diverse in communities, and ambitious for its future.

The Council is undergoing significant transformation focused on:

- modernisation and financial sustainability
- delivering better outcomes for residents
- strengthening leadership and organisational effectiveness
- embedding an inclusive, values-led culture

Our People & Culture directorate is central to this work, enabling effective services, confident leadership and a thriving workforce.

The People & Culture Central Enabling Function (CEF)

OD & Culture sits within the People & Culture Central Enabling Function, alongside:

- People Service – Employee Relations, workforce planning governance, talent acquisition
- Strategic P&C Partners – early insight at Directorate Management Teams, discovery-lite, and system triage
- OD & Culture – system & behavioural OD, leadership development, capability, culture, Employee Experience, DEI, wellbeing, and change enablement

Together we provide a single People & Culture system, aligned to organisational priorities and resident outcomes

About the OD & Culture Service - How We Work

OD&C is a single service organised into two practices:

Practice 1: Capability & Digital Enablement (System Lens)

Senior OD Adviser, (Digital Learning Design & Learning Management Systems)

Senior OD Adviser, (Digital OD & Workforce Digital Skills) roles fit here.

- capability architecture
- learning ecosystem
- digital learning & digital confidence
- talent & progression
- DEI equity, data & compliance (including statutory reporting)
- system-side employee experience (EX lifecycle, digital touchpoints)
- organisational insight systems

Practice 2: Culture, Leadership & Engagement (Behavioural Lens)

Senior OD Adviser, (Culture & Behaviour Change) role fits here

- culture and values
- leadership identity & behaviour
- psychological safety & relational wellbeing
- inclusion & belonging
- organisational listening and engagement
- narrative and employee voice
- behavioural employee experience

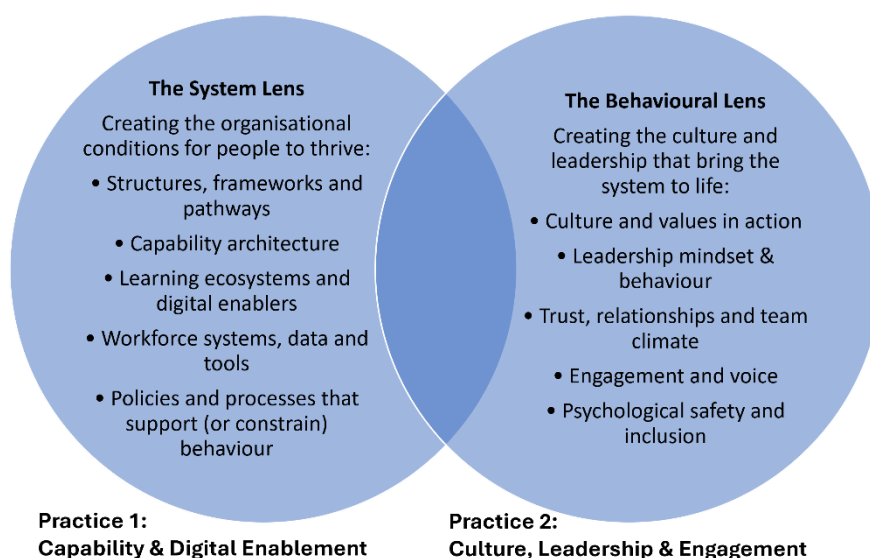
Shared Domains

Some areas require both lenses; these include:

- DEI (equity & compliance + belonging & inclusion)
- Wellbeing (psychosocial + relational)
- Employee Experience (lifecycle + relational/cultural experience)
- Coaching (system + leadership mindset)
- Change leadership & enablement
- OD & culture data and analytics
- Workforce planning (joint with People Service)

These domains are led jointly by both practices and delivered through agile OD squads.

The system & behavioural side of OD

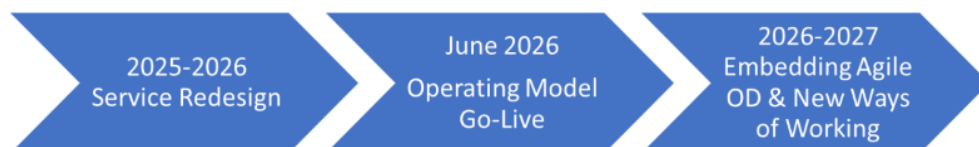


Two Lenses, One OD&C Service

- System work shapes behaviour
- Behavioural work shapes the system
- OD only works when we deliberately connect the two
- Everyone works across system and behavioural OD
- Boundaries guide focus, not limit contribution

Our Future Operating Model (Go-live June 2026)

This describes the model we are transitioning to – not where we are today.



All OD work will flow through a single operating cycle:

1. Requests & signals
From Strategic P&C Partners, People Service, Hub (Online Self-Serve portal) / BOC (Business Operations Centre), leaders or existing relationships
2. Intake – one route into OD&C
3. Triage – is it HR, OD or Joint CEF?
4. Backlogs – work prioritised as a service
5. Allocation & OD squads – cross-practice, time-bound groups
6. Short delivery cycles – 2–6 weeks, with check-ins and showcases
7. Evaluation & learning
8. Handover & sustainment

This model gives us:

- transparency
- fairness
- consistency
- agility
- strong boundaries
- visible, evidence-driven OD

As a Senior OD Lead, you will play a central role in leading and co-lead squads on significant priorities.

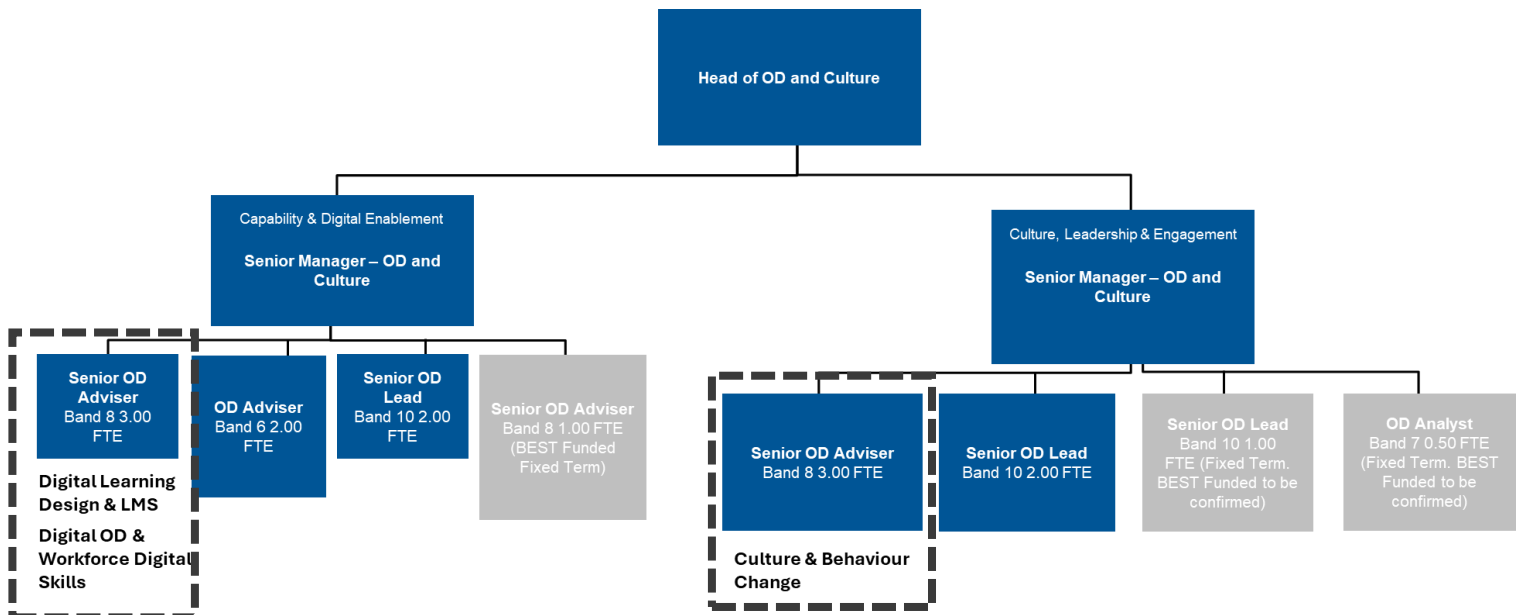
About the Roles

Senior OD Advisers operate as OD generalists alongside specialist depth in a defined practice area – culture and behaviour change, digital learning design and learning systems, or digital OD and workforce digital skills.

You will operate OD-generalist first – able to flex across the breadth of organisational development and work across practices as organisational priorities and workflow demand.

Alongside this, you will bring depth in your specialist area, working with services and leaders to design and deliver OD interventions that translate insight, capability and intent into practical change, adoption and improved organisational effectiveness.

Where these roles sit



Senior OD Adviser - Culture & Behaviour Change

You will lead and deliver work across:

OD Generalist Practice

- Deliver complex OD and change activity across services
- Diagnose organisational, behavioural and capability issues using evidence
- Design and deliver OD interventions across the full consulting cycle
- Advise and support leaders and managers on performance, behaviour and change
- Work collaboratively across the system to enable organisational improvement

Culture & Behaviour Change

- Lead team-level culture diagnostics and sense-making activity
- Co-design and deliver culture and behaviour change interventions with services
- Support values and behavioural embedding in everyday practice
- Address relational dynamics including trust, team climate and psychological safety

Engagement & Culture Insight

- Use engagement, culture and lived-experience insight to inform intervention design
- Work with leaders to interpret and respond to cultural signals
- Support the translation of insight into targeted action and behaviour change

Cross-system partnership

You will work closely with:

- People Service
- Transformation colleagues
- Leaders and managers across NCC
- Colleagues, Staff networks and lived-experience groups

Digital-First Engagement & Insight - We are introducing HIVE, a new employee engagement platform, to strengthen organisational listening and cultural insight. This role will support the effective use of HIVE to capture employee voice, cultural indicators and pulse insight, working with leaders and services to ensure insight informs decision-making, behaviour and culture change.

What We're Looking For

OD Judgement

- OD practitioner experience in complex organisations
- Strong diagnostic capability and systems thinking
- Confidence influencing leaders and managers

Culture & Behaviour Change Expertise

- Strong experience designing and delivering culture and behaviour change interventions
- Confidence facilitating relational and emotionally complex work
- Ability to translate engagement and culture insight into practical action

Ways of Working

- Comfortable working flexibly across priorities through OD squads
- Collaborative, enabling approach to OD delivery

Values & Personal Qualities

- Reflective, grounded and evidence-led
- Relational and inclusive in approach
- Courageous, credible and calm in complex situations

Senior OD Adviser - Digital Learning Design & LMS

You will lead and deliver work across:

OD Generalist Practice

- Deliver complex OD and change activity across services
- Diagnose organisational, behavioural and capability issues using evidence
- Design and deliver OD interventions across the full consulting cycle
- Advise and support leaders and managers on performance, behaviour and change
- Work collaboratively across the system to enable organisational improvement

Digital Learning Design & LMS

- Design and develop digital learning solutions aligned to organisational capability needs
- Lead configuration, governance and optimisation of the learning management system
- Develop and maintain digital learning pathways and learning catalogues
- Ensure learning is accessible, engaging and embedded in practice

Learning Campaigns & Adoption

- Design and deliver digital learning campaigns to support adoption
- Use learning data and feedback to evaluate impact and improve learning design
- Support services to embed learning into everyday practice

Cross-system partnership

You will work closely with:

- People Service
- Transformation colleagues
- Leaders and managers across NCC
- Learning and development teams across NCC and Colleagues
- Service providers

***Digital Learning Systems & Tools** - NCC currently uses Learning Pool as its LMS and will review its learning systems over the next 1–2 years, including potential movement towards an LXP. This role will bring strong experience of digital learning tools and platforms, including Articulate 360, Vyond, video and microsite-based learning, and the ability to maximise learning catalogues and digital content to support organisational capability at scale.*

What We're Looking For

OD Leadership & Judgement

- OD practitioner experience in complex organisations
- Strong diagnostic capability and systems thinking
- Confidence influencing leaders and managers

Digital Learning & LMS Expertise

- Strong experience in digital learning design and learning systems
- Hands-on knowledge of LMS platforms and digital learning tools
- Ability to design learning that is accessible, engaging and embedded

Ways of Working

- Comfortable working across multiple priorities through OD squads
- Collaborative, enabling approach to learning and OD delivery

Values & Personal Qualities

- User-centred and improvement-focused
- Reflective and evidence-led
- Credible, organised and delivery-focused

Senior OD Adviser - Digital OD & Workforce Digital Skills

You will lead and deliver work across:

OD Generalist Practice

- Deliver complex OD and change activity across services
- Diagnose organisational, behavioural and capability issues using evidence
- Design and deliver OD interventions across the full consulting cycle
- Advise and support leaders and managers on performance, behaviour and change
- Work collaboratively across the system to enable organisational improvement

Digital OD & Workforce Digital Skills

- Design and develop workforce digital capability solutions and confidence building initiatives
- Support digital adoption using OD approaches focused on behaviour, mindset and habit
- Enable effective use of digital tools to support new ways of working
- Address resistance, confidence and behavioural barriers to digital change

WorkSmart & Digital Enablement

- Support organisational digital enablement linked to WorkSmart and transformation priorities
- Translate digital strategy into practical adoption at team and service level
- Work alongside services to embed digital ways of working sustainably

Cross-system partnership

You will work closely with:

- People Service
- Digital and IT Service
- Transformation colleagues
- Leaders and managers across NCC
- Colleagues
- Service providers

Microsoft 365 & Digital Adoption - NCC's core productivity platform is Microsoft 365, supporting modern workflows, collaboration and self-service through the employee hub. This role will bring strong technical knowledge of the M365 environment to design and deliver digital skills solutions and support workforce adoption, including rollout to frontline colleagues, embedding digital behaviours, and enabling effective use of tools to support service delivery and organisational efficiency.

What We're Looking For

OD Leadership & Judgement

- Senior OD practitioner experience in complex organisations
- Strong diagnostic capability and systems thinking
- Confidence influencing leaders and managers

Digital Learning & LMS Expertise

- Strong experience in digital OD, digital adoption or workforce digital capability
- Ability to apply OD approaches to technology-enabled change
- Confidence addressing behavioural, confidence and mindset barriers to adoption

Ways of Working

- Comfortable working across multiple priorities through OD squads
- Collaborative, enabling approach to learning and OD delivery

Values & Personal Qualities

- Curious and learning-oriented
- Practical, people-centred and evidence-led
- Credible and resilient when working with change and resistance

What the Selection Process Will Explore

- Your OD judgement and diagnostic thinking
- Your depth of expertise in your specialist area
- Your ability to translate insight into practical impact
- How you work with others to deliver OD outcomes

Shortlisted candidates will be invited to attend a selection event (assessment centre) on one of the following dates: 27th May & 28th May 2026

Candidates will only need to attend one session.

Applying for more than one role

If you wish to be considered for more than one Senior OD Adviser role, the selection process will be designed to avoid unnecessary repetition. You will complete a single assessment for the OD generalist elements, with the opportunity to take part in more than one specialist activity on the day where relevant to your experience.

Why Join Us?

- A rare opportunity to help build a modern, agile OD service from the ground up
- Visible, meaningful OD work with senior sponsorship
- Opportunity to shape OD practice standards and ways of working
- Space to practise OD well – with clarity, boundaries and support
- Clear professional pathways across OD & Culture and a strong commitment to developing talent and progression over time
- Attractive local government benefits including generous leave, pension, agile working and wellbeing support