

Job Description

Department: Customer services and Digital

Division/Section: Communications

Job Title: Communications Manager – Corporate

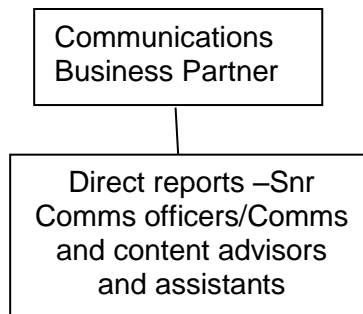
Post No:

Grade: 12

Reports to: Communications Business Partner

Organisation Chart:

Show immediate manager and any jobs reporting to this post.



DBS Check applicable?

Basic **Standard** **Enhanced** **None**

Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions?

Yes **No**

Line Management responsibility for:

No. of direct reports: 1 -4

No. of indirect reports: up to 4

Size of budget:

Accounting for budgets up to £200k

Job Purpose:

The Communications manager will support the communications business partner in a key area of both councils' business to ensure delivery of a broad range of strategic objectives and outcomes.

Specifically the post holder will work as part of a team to deliver a co-ordinated multi-skilled service to the corporate area of the business, delivering part or all of the following functions:

- Communications ,marketing and campaign development and delivery
- Brand management
- Media management
- Communications support and advice to services to Chief Officers and Members

To work as part of a team to develop and manage a coordinated multi-skilled corporate service to deliver the agreed outcomes for your area of the business

- Driving innovation, creative thinking and alternative ways of delivering outcomes in line with cross Council objectives.
- Contributing to the delivery of strategic plans.
- Managing resources within agreed procedures and budgets
- Contributing to a 24 hour on call communications service and emergency communications out of hours

Main Duties and Responsibilities:

- Support the planning and delivery of appropriate communications and annual action plans in a key area of the council's business in accordance with our statutory responsibilities aimed at improving and enhancing the reputation of Cambridgeshire and Peterborough.
- This could include the planning and delivery of external stakeholder engagement, developing marketing or social media campaigns to deliver on council targets, consultation and surveys and leading direct engagement with communities through social media, exhibitions, public events and liaison with local groups.
- Manage the proactive and reactive responses to all aspects of media –including social media - in a timely way ensuring that the council's reputation and integrity is maintained – with a good understanding of how to exploit the daily news agenda in a proactive way.
- Provide communications support as appropriate, for senior staff and members on communication and marketing including providing or commissioning any necessary training.
- Representing the county or city council as lead communications officer at all appropriate external meetings with partners and key stakeholders.
- Ensure effective use and development of communications, web, digital and marketing tools and approaches to proactively shape and manage internal and external customer expectations in line with the changes in service delivery.
- Use customer and employee insight to drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences.
- Define and establish a set of tools to encourage two-way engagement with the council to ensure that citizens and our staff across both councils have an active voice in decision making.
- Develop and maintain constructive working relationships with services, members, local communities, stakeholder groups, key partners, customers, suppliers and individuals.
- Contribute to the effective communications in emergency situations including providing and being part of a 24 hour on call communications service
- Establish and monitor key performance indicators for the department and specific campaigns and providing reports on effectiveness and ROI to key stakeholders.
- Demonstrate awareness/understanding of equal opportunities ensuring they are reflected in all the councils' communications activities.

- Generic Responsibilities:** To carry out all responsibilities with regard to the Council's Equalities Policy and Procedures and Customer Care Policy.
- To comply with all Health & Safety at work requirements as laid down by the employer.
- The council is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.
- Flexibility Clause:** Other duties and responsibilities express and implied which arise from the nature and character of the post within the department (or section) mentioned above or in a comparable post in any of the Organisation's other sections or departments.
- Variation Clause:** This is a description of the job as it is constituted at the date shown. It is the practice of this Authority to periodically examine job descriptions, update them and ensure that they relate to the job performed, or to incorporate any proposed changes. This procedure will be conducted by the appropriate manager in consultation with the post holder.
- In these circumstances it will be the aim to reach agreement on reasonable changes, but if agreement is not possible the Head of Service reserves the right to make changes to your job description following consultation.

DATE: 6.9.19

COMPLETED BY: Christine Birchall

Person Specification

JOB TITLE:	Communications Manager	POST NO:	
GRADE:	Grade 12	DEPARTMENT:	Customer and Digital services
HOURS	37		
DIVISION:	Communications	DIRECTOR:	Sue Grace
DATE:	6.9.19	COMPLETED BY:	Christine Birchall

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<ul style="list-style-type: none"> ● Experience of communications and marketing strategies and their delivery ● Detailed knowledge of a wide range of communications, marketing and engagement tools and media ● A thorough understanding of the environment in which local government operates 	<ul style="list-style-type: none"> ● Leadership and management
SKILLS & ABILITIES	<ul style="list-style-type: none"> ● Think creatively about opportunities to work together, building rapport. ● Deliver results across team and organisational boundaries. ● Focus on outcomes and self-motivated. ● Support the strategic approach to deliver services that are based on colleague and customer feedback and input, ● Identify areas for improvement to meet the diverse needs of customers and colleagues. ● Challenge poor use of resources, delivering improvements. ● Identify and deliver best practice. ● Excellent communication skills including strong report writing and presentation. ● Ability to persuade and negotiate at all levels and across different agencies, services and groups. ● effective interpersonal skills in groups, teams and one-to-one situations. ● Visible communication of positive messages about Cambridgeshire, the County and City Councils and the communications service. ● ability to promote the wider activities of both councils ● Ability to see the big picture, interpret it and use it to contribute to existing strategies and plans and. ● Willingness to promote the wider activities of 	<ul style="list-style-type: none"> ● Review current practice both in own work and in the work of the team. ● Ability to think strategically across organisational, functional and unit boundaries. <p>Ability to develop and motivate colleagues and partners in relation to multi-team service delivery</p>

	<p>both Councils and share responsibility for the Council across service boundaries, especially in the public domain. .</p> <ul style="list-style-type: none"> • Ability to lead by example through demonstrating motivation, commitment, perseverance and conscientiousness. • Taking personal responsibility for making things happen and achieving desired results. 	
EXPERIENCE	<ul style="list-style-type: none"> • Proven ability in fostering positive and constructive relationships with and amongst team members, Members and with peers across and outside the organisation. • Successful management of budgets and evidence of pro-active identification and implementation of efficiencies and savings. • Clear understanding of the need to engage with communities and promote good customer relations. • Ability to prepare meaningful and concise reports and presentations and to manage and participate in senior level meetings to achieve desired outcomes. • Ability to engage in positive dialogue to achieve desired outcomes. • Experience of developing and delivering communications and marketing strategies to support and deliver against strategic objectives within a complex organisation. • Experience in using a range of communications and marketing technology/ software. 	
QUALIFICATIONS	<ul style="list-style-type: none"> • Degree or equivalent Any relevant subject related 	Successful completion of related CPD activities from recognised external organisations (CIRP/CIM/LGComms)
PERSONAL CIRCUMSTANCES	<ul style="list-style-type: none"> • Work outside normal working hours as part of the on-call communications emergency /media response • Ability to travel 	
EQUALITY	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
CUSTOMER CARE	Knowledge and understanding of effective customer care (A & I)	

[At the end of each criteria the following codes are used to indicate how the criteria will be assessed: (AI) Application / Interview, (P) Presentation, (W) Written Test.]