

JOB DESCRIPTION FORM

Job Title: Head of Communications

Job Holder:

**Reports to:
(Name & Title)** Executive Director of Corporate Services

1. Job Purpose:

Acting as operational lead for the delivery of Council services that includes, but is not limited to:

- Develop and lead a strategic communications service delivering both internal and external communications in order to support the delivery of the Council's vision and priority outcomes and to best promote the interests of the city.
- Develop and implement a council wide communications strategy that creates and supports a positive reputation for the council and its services; ensuring that positive messages about the council are communicated effectively to residents and stakeholders.
- Act as the principal advisor to the Leader of the Council, Members and Senior Managers on the management of issues that could damage the council's reputation.
- Work in partnership with the Head of Communications in Cambridgeshire County Council to maximise the benefits of the shared service arrangements.
- Takes collective and shared responsibility for the effective leadership and management of the Council's services and delivery of improved outcomes and the achievement of value for money.

2. Organisation:

The role reports to the Executive Director of Corporate Services. The organisational structure level below the Head of Communications will be subject to consultation.

It is proposed and subject to consultation, that this role could have 4 direct reports, covering the functions of Engagement and External Affairs, People and Public Health, Internal Communications, Web & Digital. The proposed structure includes roles, including but not limited to, Communication Managers, Senior Comms & Marketing Officers and Advisor roles, with an indicative headcount of 10, and a further dotted line of 3.

3. Leadership and collaboration:

Demonstrates compassionate and inclusive leadership through the line management of services for whom the post is accountable and provides strong and motivational leadership to drive continuous improvement, efficiency savings and higher levels of satisfaction for residents of the County.

Actively understand the challenges faced by colleagues across the organisation to be able to support the delivery of corporate objectives.

Actively promote and role model the council's priorities and ways of working, values and behaviours to ensure they are delivered throughout the service.

Develop and implement effective communication and engagement arrangements with all stakeholders to facilitate effective relationships that drive improvements in service delivery.

4. Governance:

Understand and uphold the Constitution, Scheme of Financial Delegation and Contract Procedure Rules of the Council and ensure that they are followed throughout the directorate.

Support the democratic process, providing advice to elected members on the appropriate response to local and regional matters as well as the internal business of the Council.

Champion effective management of risk and the active response to audit findings in relation to service delivery. Be jointly accountable with others in the Directorate for the local risk register and any aspects of the corporate risk register and corporate risk framework of the Council relevant to services areas that the postholder is accountable for.

Ensure that teams under the postholders sphere of influence fulfil their duties in relation to standards, complaints and scrutiny, maintaining an open culture of transparency, accountability and ownership, taking responsibility for mistakes, putting them right and learning lessons for future improvement.

Promote, preserve and protect the health, safety and wellbeing of councillors, employees, service users, contractors and partners in the provision of Council services, ensuring that the provisions of all relevant legislation are achieved, such as the Health and Safety at Work Act 1974.

5. Innovation:

Champion innovation by being open minded to new and radical ways to deliver services, actively seeking out good practice from others to learn from to develop our own service design and delivery.

Promote a culture of continuous improvement by encouraging colleagues to share ideas, take appropriate risks, and recognising innovation.

Champion and embed a performance and quality assurance culture that delivers results through rigorous open challenge, personal accountability and continuous improvement.

6 Equality, Diversity and Inclusion:

Promote an organisational culture that is positive, safe, respectful and compassionate, as well as open to change and feedback enabling everyone to feel empowered and valued.

Act at all times in ways that create an inclusive environment where people can thrive and be empowered to do their best. Role model good behaviour and practice and proactively seek ways to ensure staff feel valued and develop a sense of belonging.

Demonstrate awareness of the diverse needs of our residents to inform the decisions made about the services we deliver and ensuring a robust approach to equality impact assessments and their application to employment, service delivery and policy development.

7. Finance:

The post holder is directly responsible for a gross budget for this service of £0.7m of which £0.6m relates to salaries.

8 Staff:

An indicative team responsibility of 10 employees for Peterborough City Council (PCC) with a dotted line of 3 that work across Cambridgeshire County Council and vice versa (CCC).

9. Principle areas of accountability:

- Lead and develop a high quality communications and marketing function that supports existing or new services for the benefit of the residents of Peterborough, including the planning and delivery of appropriate communications and marketing strategies in accordance with service needs that meet our statutory requirements.
- Lead and oversee effective press and media management that strengthens the council's reputation and protects its integrity. Ensuring the coordination and delivery of an on call /24 hour communications service to respond to emergency situations.
- Lead and oversee the delivery of all information and advice services for the Council making sure that options around appropriate channels are optimised. Set direction and drive the ambition to deliver relevant and up to date content that supports demand management and the Council's prevention agenda in addition to business as usual activity, and that customer focus is at the heart of the service provision.
- Lead the promotion of, and engagement with, the vision and transformation of the Council, taking account of its role in wider public sector delivery. Drive innovation, creative thinking and alternative ways of delivering outcomes in line with cross council objectives.
- Take the lead role in the development and management of the Council's identity/ brand to ensure it reflects the vision and supports the aspirations of the council.
- Lead on the design, development and delivery of a campaign plan and marketing products to support the transformation programme and the objectives of the Council, and lead a programme of staff engagement around this vision in liaison with Members, Senior Managers and other stakeholders.
- Lead and oversee the development of the Council's model for digital engagement ensuring it meets the needs of the organisation to provide dynamic and tailored information, advice & guidance, transactional services and targeted communications and marketing material to our citizens and stakeholders.
- Provide expert advice and support to Members, senior managers, partners and stakeholders to ensure the effective delivery of all aspects of the Council's communications, marketing and information services including advice on lobbying and supporting local and open democracy within the Council.

- Build and maintain effective working relationships with a wide range of internal and external colleagues and stakeholders to ensure delivery of effective communications and information services which engage and inform all stakeholders.
- Identify priorities and establish the most effective deployment of resources to meet the delivery of agreed outcomes to time, cost and quality.
- Effectively manage the Communications Service's budget, ensuring that the service meets its' and the Council's financial objectives and complies with the Council's financial regulations. Maximising value and service improvement outcomes and creating mechanisms that enable levels of success to be monitored and quantified.
- Use a broad range of information and insight to develop evidenced based recommendations that challenge and inform strategic decisions to support the organisation's goals.
- Proactively understand our service users, using service, customer and market insight and intelligence to shape key messages to support the council's strategic objectives ensuring the use of the right communications' channel for different target audiences.
- Ensure the optimum use of our digital presence for targeted and tailored communications, marketing, engagement, advice and information with a range of audiences.
- Constantly review and improving the look and feel of all communications, marketing, advice and information channels to ensure they remain effective and relevant to the audience.
- Adhere to best practice protocols for all communication channels.

10. Areas of responsibility:

The post holder will be responsible for the following service areas:

- Communications and marketing including the development & delivery of campaigns
- Press and media management
- Internal communications
- Provision of information, advice & guidance
- Development of online and offline communications channels
- Brand development and management
- Print and design

11. Key relationships:

Chief Executive

Manager (Executive Director of Corporate Services)

- 1:1 meeting monthly with Line Manager
- Regular/daily meetings or contact with the Chief Executive, CLT and Members
- Annual performance conversation and mid-year review.
- Regular e-mail, telephone and personal contact and ad hoc meetings as required.

Direct reports

- 1:1 meetings monthly.
- Service management team meeting monthly.
- Regular e-mail, telephone, personal contact and ad hoc meetings as required.

Other contacts

- Frequent contact from elected members, including out of normal working hours.
- Frequent requests for advice on a range of issues from officers across the Council (including outside normal working hours where necessary).
- Regular contact with CLT/ELT colleagues (at least 2 or 3 times a week) to support their service delivery and strategic issues.
- Weekly and diarised meetings with Leader
- Fortnightly meetings with Cabinet portfolio holders and regular meetings with Committee Chairs, and Opposition portfolio holder.
- Elected Members: contact on at least a monthly basis both formally and informally with a range of elected members, including:

Cabinet Members

- o Committee Chairs and Vice Chairs
- o Group Leaders and Spokespersons
- o Local Ward Members
- Attendance at Cabinet Policy Forums, Chairs and Vice Chairs and other meetings requested by Cabinet or Cabinet members.
- Attendance at Scrutiny Committee meetings.
- Contacts with Local Government Association and Government Departments on

Legal matters.

- Regular contact with a range of regional and government officers, including those from the DfE, DLUHC, OFSTED and HMIC in relation to national strategic developments, performance assessment, and inspection and regulatory functions.
- Occasional contact with MPs on issues affecting them or their constituents.
- Representing the authority at external local and national events.
- Contact with statutory, independent, voluntary and private sector organisations.

12. Decision Making Authority:

- Informs and/or consult the Chief Executive, Leader and Executive Director of Corporate Services about all politically sensitive and complex matters relating to the reputation of the Council.
- Takes responsibility for the development of strategic business and financial plan for the service in the context of a collaborative corporate and departmental planning framework.
- Takes responsibility for the financial decisions within the overall budget and corporate standing orders and financial regulations.
- Makes recommendations to senior leaders in relation to strategic policy and planning of the service, defining priorities, and developing plans in response to those priorities.

13. Person Specification:

Essential qualification:

- A relevant graduate level qualification or equivalent and/or relevant compensating experience at a senior leadership level.
- Evidence of continuous professional and leadership skill development.

Desirable qualification:

- CIPR or CIM qualification/evidence of training in management development

Knowledge / Experience:

Significant and successful experience of:

- Working at a senior level within a large and complex organisation with comparable scope, responsibilities, budget, and resources.
- Providing balanced strategic advice and guidance in a political setting.
- Leading the delivery of public services with competing priorities and demands often outside of the Council's direct control.
- Leading transformational change and creating innovative service models, particularly in response to the demands of an organisation that is undergoing a radical transformation and modernisation.
- Delivering complex projects on time and within budget and outcomes.
- Leading and contributing to strategic decision making, resource allocation and to policy formulation and delivery, adopting a problem-solving culture.

- Delivering creative and innovative solutions to improve the use of resources and achieve value for money across an organisation.
- Establishing a strong performance culture including effective performance measures, evaluation of service quality and the improvement of service delivery to achieve the Council's objectives
- Leading, managing and developing employees to sustain high levels of service delivery, recognising and developing talent.
- Developing and nurturing positive and constructive working relationships with a wide range of customers, stakeholders and partners, maintaining a positive personal and organisational profile.

Role specific:

- Demonstrable experience of information, communications, marketing and media strategies and their delivery
- Detailed knowledge of a wide range of communication marketing, information and engagement mediums
- Proven media management skills and experience of managing significant reputational issues within complex and large-scale organisations.
- Demonstrable business and service planning knowledge and experience.
- Demonstrable experience of developing and delivering effective internal and external communications, information, marketing and engagement strategies to support and deliver against strategic objectives within a complex organisation.
- Deep understanding of the development and use of digital channels and tools to provide advice, information, transactional services, marketing and communications.
- Proven track record of creating and delivering strategic campaigns with measurable outputs.
- Proven ability in fostering positive and constructive relationships with and amongst team members, councillors and with peers across and outside the organisation.
- A thorough understanding of the environment in which local government operates

Skills:

Ability to demonstrate:

- A comprehensive understanding of the current issues and challenges facing local government as well as the statutory framework governing the sector.
- Skills in understanding and responding to different perspectives and taking a cross-organisational approach, gained by working in a political or similarly challenging environment.
- Business acumen and an entrepreneurial mindset to lead the strategic delivery of services and maintain a focus on obtaining best value for money at all times balanced, against the difficult and sensitive challenges faced.

- Ability to lead, develop and sustain effective team, partnership and multi-agency working through strong effective advocacy, influencing and negotiating skills.
- Skills to provide creative solutions to complex problems together with high level analytical, presentational and communication skills.
- Ability to establish and sustain positive relationships that generate confidence, ability and trust.
- Highly developed influencing and negotiation skills to operate at a strategic professional and political level, locally and nationally.
- Understanding of the barriers to organisational and cultural change and the commitment to being a catalyst for change.

Role specific/Personal Effectiveness:

Ability to demonstrate:

- A clear and strong personal commitment to equality, diversity and inclusion and a track record of developing inclusive services and leading by example.
- Evidence of leading people and services to recognise, respect and value individual needs to achieve a culture of inclusivity.
- Evidence of operating effectively and openly within the democratic process with the political acumen and skills to develop productive working relationships with Councillors that command respect, trust and confidence.
- Personal and professional credibility which commands the confidence of elected members, senior managers, staff, external partners and external stakeholders.
- Leadership by example with a style that empowers others and is open to question and challenge as well as a commitment to continuous self-improvement.
- A commitment to and evidence of successful strategies in managing personal resilience and wellbeing at a leadership level and promoting positive leadership practice, role modelling these behaviours for others.
- Evidence of planning for the future delivery of services, including effective workforce planning for future challenges.

Role specific:

- Willingness to promote the wider activities of the Council and share responsibility for the Council across service boundaries, especially in the public domain.

14. Additional Information:

Political Restriction

This post is politically restricted under the Local Government and Housing Act 1989, as amended by the Local Democracy, Economic Development and Construction Act 2009 and the post holder may not have any active political role either in or outside work.

Context to Role:

The work of the communications team is guided by the [Recommended Code of Local Government Publicity](#)

And working within that government framework, seeks to help the council's administration to promote the council's key priorities and to build trust and understanding of the council's main roles and functions with residents, stakeholders and staff.

By supporting the council 'brand' and reputation it helps deliver or support essential activities such as recruitment (for staff and key providers such as foster carers and adoptive parents), and engagement in the democratic process. By developing awareness of service provision and eligibility it also supports demand management and access for hard to reach groups

Our key responsibilities are to;

- Provide strategic advice on communicating major council issues and priorities.
- Work with the council's leadership team and political administration to deliver communications via the right channels for the right audiences which proactively support the delivery of the council's main priorities – through media activity, campaigns or events, on our website, internally through our newsletter or intranet or through social media platforms.
- Keep staff, residents and members aware of major service changes or issues affecting the council or the city.

SIGNATURES:

After reviewing the questionnaire sign it to confirm its accuracy

JOB HOLDER: _____

DATE: _____

LINE MANAGER: _____

DATE: _____