

WHERE  
CAREERS  
THRIVE

When potential  
is unlocked,  
talent *thrives*



West  
Northamptonshire  
Council

## Communications and Engagement Business Partner

Communications Team, Chief Executive Directorate

Thank you for your interest in this role. Our vision at West Northamptonshire Council (WNC) is: 'to make West Northants a great place to live, work, visit and thrive'.

We truly stand by this and work hard every day to make this a reality, and at WNC it's about our people. People who thrive with ambition, bring new ideas, demand better ways of working, care about every detail, and who never shy away from a challenge.

Our culture is a gateway for new experiences. A place to forge new opportunities. To empower you in your career and unite you with like-minded people. When potential is unlocked, talent thrives.



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## **Purpose and impact:**

Act as a critical link and key point of contact for all communications and marketing requirements and activity within their allocated directorate(s), developing and maintaining relationships with and advising key senior stakeholders and their teams to ensure corporate communications support their priorities and objectives, including designing activity and campaign plans and co-ordinating the delivery of associated external and internal communications and marketing activity.

This is a proactive and creative role which focuses on drawing out the key messages, forward planning and shaping communications and marketing tactics to ensure they reach the right audiences.

## **Accountable to:**

This role is accountable to the Service Director Communications and Strategy, and role sits within the Communications Service, part of the Chief Executive Directorate in West Northamptonshire Council.

## **Responsibilities:**

1. Working with Senior Managers lead on the planning and delivery of external and internal communications and engagement campaigns and activity for their designated directorate(s) which are widely owned, proactive and secure improvements in the way the Council communicates.
2. Act as a trusted communications advisor to their designated directorate(s) and their service areas, including their relationships with the media and other stakeholders, to give them an understanding of any wider communications context which may impact or be a challenge.
3. Support directorate communications and engagement, develop and implement strategies and plans (internal and external), campaigns (web, print and social media), consultations and events which support and further the delivery of the corporate communications strategy.
4. Effective forward planning and coordination between directorates and the wider Communications Team, to ensure adequate resources and skills are available and effectively deployed in pursuit of activity goals and objectives.
5. Build strong working relationships with service areas and delivery partners to ensure collaborative approach to joint projects and responsibilities.
6. Ensure that directorates understand the importance of communications and engagement involvement at project planning stage, and the application of different methods of communication suitable for various types of audience.
7. Develop and champion a communications and engagement culture across their designated service portfolios and directorate(s), including the effective use of the corporate brand, tone of voice, plain English and accessibility.
8. Provide constructive challenge to service areas around their activities and impact on communications and engagement issues and assess how they align to the corporate plan and its mission, visions and values.
9. To demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
10. Undertake such other duties that are required commensurate with the role

This job description reflects the major tasks to be carried out by the post holder and identifies a level of responsibility at which they will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

## Person specification:

The requirements for the role are outlined below and will be part of the selection process. Each of the criteria listed below will be measured by:

(**A**) Application Form, (**T**) Test, (**I**) Interview, (**P**) Presentation, (**D**) Documentation.

Minimum levels of knowledge, skills experience and qualifications required for this job.

Skills and abilities:	Essential / Desirable	Measured by
Excellent interpersonal and relationship-building skills to work with colleagues across the organisation	Essential	A,I
Ability to provide creative solutions to problems and whilst considering policy and procedure and is also confident in adopting (and justifying) novel or non standard approaches.	Essential	A,I
Strong influencing skills and ability to advise stakeholders at all levels.	Essential	A,I
Ability to understand the dynamics of conflict and how to achieve mutual agreement, listening actively to others, and working to formulate options and solutions.	Essential	A,I
A broad communications skills base, ideally including experience in PR, media, and/or stakeholder engagement	Essential	A,I
The ability to translate complex issues into succinct and impactful narratives and messages using plain English.	Essential	A,I
Sound strategic planning skills	Essential	A,I
Able to prioritise and manage competing demands.	Essential	A,I
An understanding of how to create accessible content for a wide range of audiences.	Essential	A,I
<b>This is applicable to all roles in WNC that are required to use IT equipment:</b> Demonstrate effective use of Office 365 (incl. Teams, OneDrive, etc.) or willingness to undertake training during the probation period.	Essential	

Knowledge:	Essential / Desirable	Measured by
Significant knowledge and understanding of marketing, communications and promotions within a multi-disciplinary environment.	Essential	A,I
An understanding of the public sector or highly politicised environment and understanding of the sensitivities of a wide range of audiences including political figures, unions, the media, and internal colleagues.	Desirable	A,I
Knowledge of how to understand, digest and reframe complex information so that it can be understood by a wide range of audiences.	Essential	A,I

<b>Relevant experience:</b>	Essential / Desirable	Measured by
Broad experience of working within a communications environment, such as a communications department, newsroom or similar.	Essential	A,I
Experience of working on and delivering large and complex communications campaigns across a range of communications disciplines aimed at a range of audiences.	Essential	A,I

<b>Education, training and work qualifications:</b>	Essential / Desirable	Measured by
Degree level or demonstrable level of relevant equivalent experience	Essential	A, I
Member of a professional body/ or evidence of continued professional development	Desirable	A,I

All appointments are subject to standard pre-employment screening. This will include identity, references, proof of right to work in the UK, medical clearance and verification of certificates.

## Day-to-day in the role:

<b>Hours:</b>	37 hours per week	<b>Primary work base:</b>	One Angel Square
<b>Job family band:</b>	PS9	<b>Worker type:</b>	Part-flexible
<b>Budget responsibility:</b>	None		
<b>People management responsibility:</b>	None		

### Working conditions & how we work:

This role has been identified as a part-flexible worker type, this means that you will be able to work from other work locations and when not working from an office you will be working remotely for up to 3 days a week (including from home).

## Our organisational values and behaviours

Everything we want to achieve for West Northants depends on having the right people in place and doing the right things and we want all colleagues to THRIVE, both personally and professionally. Our values and our behaviours framework underpin how we work and what partners and customers can expect from us. We want to do our very best for our residents, service users and businesses and for our staff – we want everyone to THRIVE.

<b>T</b> Trust	We are honest, fair, transparent and accountable. We can be trusted to do what we say we will.
<b>H</b> High Performing	we get the basics right and what we do, we do well. We manage our business efficiently.
<b>R</b> Respect	we respect each other and our customers in a diverse, professional and supportive environment.

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<b>I</b> Innovate	we encourage curiosity, we are creative and seize opportunities to grow individually as an organisation and as an area.
<b>V</b> Value	We continually strive for best practice and ways of improving existing procedures, practices and systems and thereby promoting efficiency and cost effectiveness
<b>E</b> Empower	we believe in people, will listen, learn and trust them to make decisions. We help people to realise their ambitions.

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**“Valuing colleagues as individuals and encompassing our different perspectives to deliver our collective ambitions. One West inclusive culture.”**

Should you require this document in another format or language, please contact: [Careers@westnorthants.gov.uk](mailto:Careers@westnorthants.gov.uk)

# When potential is unlocked, talent *thrives*

Choose a career that offers you a true sense of achievement, fills you with pride and challenges you in a positive way, everyday.

## The benefits of a career at WNC include:

- **People** are at the centre of everything we do. Without our people, we wouldn't be able to deliver services to the people in our community.
- **Ambition** runs through everything we do at West Northants Council, we nurture and develop our people's ambition and willingness to succeed, to continually improve the service we provide to the community.
- **Care** is at the heart of West Northants Council, we care in so many ways; seen and unseen, helping our colleagues and community to thrive.
- **Flexibility** is key, we know work-life balance is critical to wellbeing, so we work hard to make sure our benefits package promotes and improves wellbeing; from annual leave, sick pay, family leave and flexible working, financial security offered by a local government pension scheme and life assurance, and discount schemes which make a difference to your day-to-day life, through to employee helplines offering free legal, health, financial and wellbeing advice and support.

We want you to have balance and be happy.

