

# Head of Communications

**Reports to:** Executive Director of Strategy and Partnerships

**Grade:** P6

**Location:** Cambridgeshire

## Job Purpose

This is a key strategic role that is part of the council's Corporate Leadership Team. The post-holder will be the senior professional adviser to our political leadership, Chief Executive and other members of the leadership team across all areas of the council's work. You will lead the council's media and external relations, programme communications and campaigns, internal communications, stakeholder engagement and web and social media channels.

This role is vital to managing the council's reputation, demonstrating to the communities of the County how we deliver on our vision to create a greener, fairer and more caring Cambridgeshire.

You will bring professional and technical expertise to inform, involve and engage people and stakeholders across our communities, our partner agencies and the council. You will be agile and adaptable in your approach leading a service that is proficient in blending our proactive and reactive communications in a highly effective way. As a member of the council's leadership team you will role model the council's values, helping us to create a compassionate and inclusive workplace for all our colleagues.

Specifically you will lead a multi skilled corporate service which delivers the following functions:

- Communications and marketing
- Press and media management
- Marketing product development
- Internal communications and staff engagement
- Provision of information, advice & guidance to colleagues council-wide on developing and delivering communications strategies/plans
- Development and maintenance of all our communications channels
- Leading the council's brand development and management, ensuring compliance council-wide

## Leadership and Collaboration

Demonstrates compassionate and inclusive leadership, through the line management of services for whom the post is accountable and a commitment 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.

## **Governance**

Understand and uphold the Constitution and Scheme of Financial Delegation of the Council and lead upon ensuring that a robust set of Contract Procedure Rules and contract management framework is in operation and embedded across the Council, working with directorate management teams, and providing expert advice, constructive challenge and support.

Provide professional advice for elected members as requested to support the democratic process and running of the Council and the management of major contracts and commercial activities.

Be jointly accountable with others in the Strategy and Partnerships Directorate Management Team for the Directorate/Service 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 postholder's leadership or 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.

## **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.

## **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.

## Role Specific Accountabilities

### Strategic Development

Lead and oversee a high quality communications and marketing function that supports existing and new services for the benefit of communities across the County, including the planning and delivery of appropriate communications and marketing strategies in accordance with service needs that meet our statutory requirements and deliver on the council's vision and its ambitions.

Lead and oversee effective press and media management across all channels and audiences on matters from routine to highly sensitive issues - for both traditional and social media - to strengthen the council's reputation and protect its integrity.

Set the direction and drive the ambition to deliver up to date content in conjunction with service leads, so that information about all our services across all channels is relevant and accessible.

Lead the promotion of, and engagement with, the council's vision and ambitions, taking account of our role in wider public sector delivery. Driving innovation, creative thinking and alternative ways of delivering outcomes, mindful of how messages and our use of communications channels need to be tailored to suit different audiences.

Lead the development and management of the council's identity/brand ensuring brand compliance, including the adoption of the right language and tone to reflect the council's values and its vision and to support greater understanding and transparency of services.

Lead on the design, development and delivery of a campaign plans and marketing products to support the council's priorities and key messages.

Provide expert advice and support to the Chief Executive and Leader of the council, the wider political and executive leadership teams, senior managers, partners and stakeholders to ensure the effective delivery of all aspects of the council's communications.

Ensure the coordination and delivery of an on call /24 hour communications service to respond to emergency situations including participating in the Local Resilience Forum's Warn and Inform communications group.

### Managing Resources

As part of the Strategy and Partnerships directorate management team, 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.

## Partnership Working

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.

## Communications' Service Change and Innovation

Review the existing communications structure, ensuring it is fit for purpose both now and to meet the future needs of the council and its wider responsibilities to place development.

Create an environment where the team and individuals challenge existing process and procedures to improve operational efficiency and service delivery.

Constantly review and improve the look and feel of all communications and marketing channels to ensure they remain effective and relevant to the audience.

Proactively understand our service users by using service, customer and market insight and intelligence to shape key messages to support the council's vision.

## Person Specification (essential criteria)

<b>Experience</b>	<p>Demonstrable experience of:</p> <p><b>Role Specific:</b></p> <p><b>Communication, Marketing and Information.</b></p> <ul style="list-style-type: none"> <li>• Demonstrable business and service planning knowledge and experience.</li> <li>• 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.</li> <li>• Deep understanding of the development and use of digital channels and tools to provide advice, information, transactional services, marketing, and communications.</li> <li>• Proven track record of creating and delivering strategic campaigns with measurable outputs.</li> </ul> <p><b>Leadership and management.</b></p> <ul style="list-style-type: none"> <li>• Proven experience of leading and developing high performing teams.</li> </ul> <p><b>Productive relationships</b></p> <ul style="list-style-type: none"> <li>• Proven ability in fostering positive and constructive relationships with and amongst team members, councillors and with peers across and outside the organization.</li> <li>• Clear understanding of the need to engage with communities and promote good customer relations.</li> </ul> <p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>• Successful management of budgets and evidence of pro-active identification and implementation of efficiencies and savings.</li> </ul>
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	<p><b>Presentation of information</b></p> <ul style="list-style-type: none"> <li>• Ability to prepare meaningful and concise reports and presentations and to manage and participate in senior level meetings to achieve desired outcomes.</li> </ul> <p><b>Negotiation</b></p> <ul style="list-style-type: none"> <li>• Proven ability to engage in positive dialogue to achieve desired outcomes.</li> </ul> <p><b>Change Management</b></p> <ul style="list-style-type: none"> <li>• Knowledge and experience of successful service change and organisational development.</li> <li>• Knowledge and experience of how to effect cultural and behavioural change.</li> <li>• Knowledge and experience of leading wide ranging service change projects.</li> </ul>
<p><b>Skills and knowledge</b></p>	<p><b>Ability to demonstrate:</b></p> <ul style="list-style-type: none"> <li>• Leadership and management.</li> <li>• A thorough understanding of the environment in which local government operates.</li> </ul> <p><b>Role Specific:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable experience of information, communications, marketing and media strategies and their delivery.</li> <li>• Detailed knowledge of a wide range of communication marketing, information and engagement mediums.</li> </ul> <p><b>Working Together</b></p> <ul style="list-style-type: none"> <li>• Maximises the value of working together, building support ‘behind the scenes’ for changes to delivery and providing focus and direction in delivering to joint outcomes.</li> <li>• Shows a close interest in all the services that their Service is designed to maintain.</li> </ul> <p><b>Effective Communication</b></p> <ul style="list-style-type: none"> <li>• Highly developed written and verbal communication, influencing and negotiation skills.</li> <li>• Demonstrates use of digital, collaboration and analytical tools.</li> </ul> <p><b>Partnership Working</b></p> <ul style="list-style-type: none"> <li>• Willingness to promote the wider activities of the Council and share responsibility for the Council across service boundaries, especially in the public domain.</li> </ul> <p><b>Strategic Thinking</b></p> <ul style="list-style-type: none"> <li>• Ability to see the big picture, interpret it, consider feedback, and develop relevant strategies, plans and deliverables.</li> <li>• Ability to think strategically across organisational, functional and unit boundaries, identifying areas for development to meet all customers’ and colleagues’ expectations.</li> </ul>

	<ul style="list-style-type: none"> <li>• Thinks creatively, offering original solutions outside of conventional expectations.</li> </ul> <p><b>Leadership &amp; Management</b></p> <ul style="list-style-type: none"> <li>• Ability to lead, develop and motivate colleagues and partners in relation to multi-team service delivery.</li> <li>• Ability to lead by example through demonstrating motivation, commitment, perseverance, and conscientiousness.</li> <li>• Demonstrates ownership and accountability of outcomes and deliverables within the service setting.</li> <li>• Ability to manage change effectively.</li> <li>• Ability to design, innovate and influence best practice in the work of the team, contractors, partners, and self.</li> <li>• Ability to plan, prioritise and review performance.</li> <li>• Strong management skills and their application which support team performance.</li> <li>• Ability to influence others, set and review priorities, make decisions and take responsibility.</li> <li>• Strong financial management and budgetary control skills.</li> </ul> <p><b>Judgement and Decision Making</b></p> <ul style="list-style-type: none"> <li>• Ability to challenge others constructively and to make informed decisions that if challenged can be substantiated.</li> <li>• Ability to exercise sensitivity and clear judgement over organisational issues and developments and to arrive at a balanced view.</li> <li>• Ability to understand and analyse complex issues and to offer sound, strategic, professional and managerial advice.</li> <li>• Demonstrable ability to learn from experience and to share that learning through future actions to improve service and staff performance.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent in any relevant subject.</li> <li>• Evidence of any relevant continuous professional development.</li> </ul> <p><b>Role Specific:</b></p> <ul style="list-style-type: none"> <li>• Relevant professional qualification or membership, CIPR/CIM preferred.</li> </ul>
<b>Equality, Diversity and Inclusion</b>	<ul style="list-style-type: none"> <li>• Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.</li> </ul>