

## Job Description

Job Title: Communications Manager - Campaigns and Projects

POSCODE: CCC2206

Grade: P2

### Overall purpose of the job

The Communications Manager will work collaboratively across CCC supporting the relevant business partner to ensure delivery of a broad range of strategic objectives and outcomes.

This role works in close alignment with the Communications Business Partner, supporting the delivery of cross-council communications strategies and providing specialist input into campaign planning, digital development and stakeholder engagement. The postholder ensures that priorities set by the Business Partner are effectively implemented at service level, and that content, advice and delivery standards are consistent with corporate objectives, the council's strategic framework and the CARE values (Collaborative, Accountable, Respectful, Excellence). Working collaboratively, they play a key role in ensuring communications are high quality, inclusive, coordinated and aligned with both operational delivery and the wider change agenda.

Specifically, the post holder will work as part of a team to manage a coordinated multi-skilled corporate service and being a dedicated point of contact for areas of the business delivering part or all of the following functions:

- Web management and user experience
- Corporate communications
- Campaigns, digital and content creation and engagement
- Change strategy and Local Government Reorganisation communications
- Reputational and media management
- Governance i.e. policies and quality assurance
- Support committees
- Brand management and direct marketing
- Channel management
- Internal communications, channels and workforce engagement
- Communications support and advice to services, Senior Officers and Members

To work as part of a team to lead and manage a coordinated multi-skilled corporate service to deliver the agreed outcomes:

- In line with the council's strategic framework, vision and seven ambitions
- Contributing to the council's CARE values
- Working closely with policy, insight and change team
- Support business partners and Head of Communications with managing resources and budgets
- Contributing to a 24 hour on call communications service and emergency communications out of hours (on-call)

## Communications Manager – Campaigns and Projects

The Campaigns and Projects Manager plans and delivers strategic campaigns that support service priorities. They translate complex issues into clear messaging and targeted communications. The role supports programme delivery and behaviour change through coordinated planning. They collaborate across the team and communications disciplines to ensure integrated, multi-channel approaches. This post helps drive organisational outcomes that matter to residents and communities.

### Main accountabilities

	<b>Main accountabilities</b>
1.	Support the Communications Business Partner to deliver appropriate evidence based and customer insight driven communications including web, socials and digital, campaigns, media, internal communications and the change programmes. Contribute towards action plans in a key area of the council's business in accordance with our statutory responsibilities.
2.	Lead on reputational and media management, ensuring timely responses to media enquiries and delivering proactive stories that are enhanced through engaging digital content to strengthen CCC's public position. Form part of an effective communications team in emergency situations including being part of a 24 hour on call communications service.
3.	Support the Heads of Service, Senior Managers and Members on communication activities, including provision or commissioning of any necessary training or resources. Provide communications support for committee work, ensuring all outputs are aligned with CCC's strategic aims and deliver clear, purposeful messaging.
4.	Champion a digital-first agenda, ensuring all messaging is delivered through digital platforms, where appropriate, as the primary channel for communications. Improve digital storytelling, accessible user experience and web functionality, establishing the CCC website as the trusted, go-to hub for residents, businesses and stakeholders.
5.	Maintain a high-performing campaigns and creative function, producing impactful content to support the organisation's strategic ambitions.
6.	Provide high quality internal communications, ensuring that our internal channels, such as the intranet, underpin workforce engagement and alignment with strategic objectives. Support in person and online engagement events that enhance and improve the way the council operates and organisational culture.
7.	Define and establish a set of tools to encourage two-way engagement with the Council to ensure that citizens and our colleagues have an active voice in decision making.
8.	Provide management and effective leadership for Media Officers, Communications and Content Advisors and Communications Assistants. Deputising for Communications Business Partners as required.

9.	Support internal communications and corporate development, ensuring that both the website and intranet underpin workforce engagement and alignment with strategic objectives. Maintain robust quality assurance and brand compliance, while supporting the ongoing development of communication channels.
10.	Demonstrate an awareness and understanding of equality, diversity and inclusion.
11.	Ability to contribute to our organisational commitment to becoming a Net Zero organisation by 2030.

## Person Specification

### Qualifications, knowledge, skills and experience

Minimum level of qualifications required for this job

Qualifications Required	Subject	Essential/ Desirable
Degree or equivalent	Any relevant subject related	Essential
Evidence of successful completion of regular CPD to update and improve skills from a recognised organisation	e.g CIPR/CIM/PRAC/Consultation Institute	Desirable
Membership of a recognised industry body	CIPR/CIM	Desirable

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

Identify	Describe	Essential/ Desirable
<b>Knowledge</b>		
Leadership and management	Knowledge & understanding	Essential
Experience of communications and marketing strategies and their delivery	Knowledge & understanding	Essential
Detailed knowledge of a wide range of communications, marketing and engagement tools and media	Knowledge & understanding	Essential
A thorough understanding of the environment in which local government operates	Knowledge & understanding	Essential
Customer focus	Clear understanding of the need to engage with communities and promote good customer relations.	Essential

Change management	<p>Knowledge and experience of successful service change and organisational development.</p> <p>Knowledge and experience of how to effect cultural and behavioural change.</p> <p>Knowledge and experience of leading service change projects.</p>	Desirable
<b>Skills</b>		
Collaboration	<p>Ability to think creatively about opportunities to work together, building rapport.</p> <p>Deliver results across team and organisational boundaries.</p>	
Integrity	<p>Focus on outcomes and self-motivated. Support the business partner to deliver services that are based on colleague and customer feedback and input, with decisions being made openly and transparently.</p>	
Respect	<p>Identify areas for improvement to meet the diverse needs of customers and Colleagues.</p> <p>Challenge poor use of built and natural resources, delivering improvements.</p>	
Excellence and Accountability	<p>Review current practice both in own work and in the work of my team. Identify and deliver best practice.</p>	
Effective communication	<p>High level of written and verbal communication skills</p> <p>Ability to persuade and negotiate at appropriate levels and across different agencies, services and groups.</p> <p>Effective interpersonal skills in groups, teams and one-to-one situations.</p>	

	Visible communication of positive messages about Cambridgeshire, the County Council and the communications service.	
Partnership working	Ability to promote the wider activities of both councils and share responsibility for the Councils across service boundaries, especially in the public domain.	
Critical Thinking	Ability to think critically observing the wider strategic context of the organisation.	
Leadership	<p>Ability to lead by example and role model organisational values.</p> <p>Taking personal responsibility for making things happen and achieving desired results.</p>	
Management skills	<p>Strong management skills and expertise in the use of management information systems to specify and monitor performance.</p> <p>Ability to influence others, set and review priorities, make decisions and take responsibility.</p> <p>Financial management and budgetary control skills around campaign or project work.</p>	
Judgement and Effective decision making	<p>Ability to challenge others constructively and to make informed decisions that if challenged can be substantiated.</p> <p>Ability to exercise political sensitivity and clear judgement over organisational issues and developments and to arrive at a balanced view.</p> <p>Ability to understand and analyse complex issues and to offer sound, strategic, professional and managerial advice.</p>	

	Demonstrable ability to learn from experience and to share that learning through future actions to improve service and staff performance.	
<b>Experience</b>		
Leadership and management	Proven experience of delivering organisation outcomes.	Essential
Productive relationships	<p>Experience of working in a politically sensitive environment.</p> <p>Proven ability in fostering positive and constructive relationships with and amongst team members, elected Members and with peers across and outside the organisation.</p>	Essential
Financial management	Successful management of budgets and evidence of pro-active identification and implementation of efficiencies and savings.	Essential
Communications and Marketing	<p>Experience of developing and delivering communications and marketing strategies to support and deliver against strategic objectives within a complex organisation.</p> <p>Experience in using a range of communications and marketing technology/ software.</p>	Essential
<b>Other</b>		
Equality, Diversity and Inclusion (applies to all roles).	Ability to demonstrate awareness and understanding of equality, diversity and inclusion and how this applies to this role.	Essential
Net Zero (applies to all roles).	Ability to contribute towards our commitment of becoming a net zero organisation.	Essential

#### Disclosure level

What disclosure level is required for this post?	None	