Job Description and Person Specification

Job details

Job title: Head of Communications and Marketing
Grade: NNC BAND 12
Reports to: Director of Customer Experience
Responsible for:

- Senior Communications and Marketing Managers
- Communications and Marketing Specialists
- Communications and Marketing Officers
- Campaign and Engagement Specialists
- Media and Content Officers

Directorate and Service area: Chief Executives Office

Purpose of the job

To provide strategic leadership of the Council's Communications and Marketing Service, ensuring the organisation effectively communicates, engages and influences residents, communities, businesses, Members, partners and stakeholders in support of corporate priorities and organisational objectives.

To lead the development and implementation of integrated communications, marketing, media, engagement and reputation management strategies that support delivery of the BIG50 Vision, Corporate Plan, Annual Delivery Plan, Communications Enabling Strategy, Customer Experience Strategy, whilst improving public understanding, participation and behaviour, protecting organisational reputation and enhancing customer outcomes.

As the Council's principal communications adviser, the post holder provides expert strategic counsel to the Chief Executive, Corporate Leadership Team, Director of Customer Experience and Executive Members on politically sensitive, high-profile and reputational matters, influencing organisational decision making, public confidence, stakeholder relationships and service outcomes

Principal responsibilities

1. Provide strategic leadership and management of the Communications and Marketing Service, ensuring delivery of professional, innovative and customer-focused communications, marketing, media relations, engagement and reputation management services that support corporate priorities and organisational objectives.
2. Lead the development, implementation and evaluation of integrated communications, marketing and engagement strategies, ensuring alignment with the BIG50 Vision, Corporate Plan, Annual Delivery Plan, Communications Enabling Strategy, Customer Experience Strategy, and Communications & Marketing Strategy.

3. Act as the Council's principal communications adviser, providing authoritative professional advice, challenge and guidance to the Chief Executive, Corporate Leadership Team, Director of Customer Experience, elected Members and senior managers on communication strategy, media relations, public affairs, political sensitivities, stakeholder engagement and reputational matters.
4. Lead the Council's reputation management, media relations and public affairs functions, ensuring effective management of organisational reputation, public confidence, political sensitivities and stakeholder relationships at local, regional and national levels. Provide strategic communications support to partners, including development of campaigns and approaches
5. Provide strategic leadership during major incidents, emergencies, organisational crises and high-profile issues, developing and coordinating communication responses which protect the Council's reputation, maintain public confidence and support effective decision making.
6. Lead the design, delivery and evaluation of strategic marketing, public information and behaviour change campaigns that improve awareness, increase participation, influence behaviour, support service transformation and contribute to customer, community and organisational outcomes.
7. Lead the application of customer insight, audience segmentation, behavioural science, campaign evaluation, digital analytics and performance intelligence to ensure communications and marketing activity is evidence based, measurable and delivers demonstrable improvements in customer experience and organisational performance.
8. Drive organisational communications transformation, embedding digital first, insight led, accessible and customer focused communication approaches across all Council services and organisational functions, improving organisational effectiveness, customer experience and resident engagement.
9. Lead strategic communications, marketing and stakeholder engagement activity supporting place shaping, economic growth and the BIG50 Vision, strengthening North Northamptonshire's identity, reputation and attractiveness as a place to live, work, invest and visit.
10. Lead communications activity supporting Corporate Social Responsibility, social value, sustainability and community participation objectives, promoting positive behavioural change, environmental responsibility and stronger community outcomes across North Northamptonshire.
11. Manage significant budgets, contracts, procurement activity, commissioned services, resources and performance arrangements, ensuring value for money, financial sustainability, effective governance and delivery of agreed outcomes.
12. Lead, motivate and develop multidisciplinary communications and marketing teams, fostering a culture of innovation, creativity, accountability, inclusion, continuous improvement and professional excellence.

General responsibilities applicable to all jobs

1. Demonstrate awareness/understanding of equal opportunities and other people's behavioural, physical, social and welfare needs.
2. Comply with the Council's policies and procedures including (but not limited to) safeguarding, financial regulations, promotion of equalities, customer care, agreed audit actions and health and safety (ensuring that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons).
3. Understand the councils committment to Corporate Parenting and take responsibility to support this commitment. Enable the council to be the best corporate parents possible to children and young people in our current and previous care.
4. Carry out any other duties which fall within the broad spirit, scope and purpose of this job description and which are commensurate with the grade of the post.

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.

Special features of the post

- Politically Restricted Post.
- Principal adviser to the Chief Executive, Corporate Leadership Team, Director of Customer Experience and elected Members on communications, media, public affairs and reputational matters
- Significant responsibility for managing politically sensitive, high profile and reputationally significant issues subject to public, political and media scrutiny
- Requirement to lead the Council's strategic response to major incidents, emergencies and organisational crises
- Requirement to provide out-of-hours strategic communications support during major incidents, emergencies and critical organisational events
- Requirement to attend evening meetings, stakeholder events, public consultations and community engagement activities
- Requirement to travel throughout North Northamptonshire and beyond
- Regular representation of the Council at local, regional and national forums, conferences, partnership boards and professional networks
- Responsibility for safeguarding and enhancing the Council's reputation and public confidence across all communication channels and stakeholder groups.
- Responsibility for promoting North Northamptonshire as a place to live, work, invest and visit through strategic communications, marketing and place promotion activity

Person Specification

Attributes	Essential criteria	Desirable criteria
Education, Qualifications and Training	Degree level qualification, or equivalent substantial senior management experience, in Communications, Marketing, Public Relations, Journalism, Public Affairs, Engagement, Customer Experience or a related discipline. Evidence of continuing professional development. Leadership or management qualification, or equivalent senior leadership experience.	Chartered Institute of Public Relations (CIPR) accreditation. Chartered Institute of Marketing (CIM) accreditation. Leadership qualification such as ILM, CMI or MBA. Qualification in Behavioural Science, Customer Experience, Digital Communications, Public Affairs or Organisational Leadership.
Experience and Knowledge	Significant senior leadership experience within communications, marketing, public affairs, engagement, reputation management or related disciplines within a large, complex organisation. Expert knowledge of strategic communications, strategic marketing, brand management, social media, reputation management, media relations and public affairs. Extensive experience advising Chief Executives, Corporate Leadership Teams, Directors and elected Members. Experience leading high profile, politically sensitive and reputationally significant issues. Experience leading organisational transformation, behavioural change campaigns and service improvement programmes.	Experience within local government or wider public sector environments. Experience supporting place shaping, regeneration or economic development initiatives. Experience representing organisations at regional or national level. Experience securing external funding, partnerships or sponsorship opportunities. Membership of relevant professional institutes.

Attributes	Essential criteria	Desirable criteria
	Knowledge of local government governance, democratic decision-making and public accountability. Knowledge of customer experience principles, resident insight and service accessibility. Knowledge of equality legislation, accessibility standards and inclusive communications. Knowledge of Corporate Social Responsibility, social value and sustainability principles. Understanding of data analytics, audience segmentation, campaign evaluation and emerging technologies including artificial intelligence. Experience of managing significant budgets, contracts, procurement activity and professional teams.	
Ability and Skills	Exceptional strategic leadership skills with the ability to provide direction across complex organisational environments. Highly developed influencing, negotiation and stakeholder management skills. Ability to build credibility with Members, senior leaders, media representatives and strategic partners.	Media interview experience. Advanced digital communications expertise. Experience in behavioural science methodologies and campaign evaluation approaches. Professional facilitation or coaching skills.

Attributes	Essential criteria	Desirable criteria
	Outstanding written communication skills, capable of producing complex reports, strategies, media statements and briefing papers. Excellent verbal communication and presentation skills. Ability to manage organisational reputation and respond effectively to major incidents and crises. Strong analytical skills with the ability to interpret data, insight and intelligence to inform strategic decision making. Ability to develop innovative communications, marketing and engagement approaches. Ability to lead and motivate multidisciplinary teams and foster high performance. Ability to work effectively under pressure whilst managing competing priorities. Strong financial, commercial and contract management skills.	

Attributes	Essential criteria	Desirable criteria
	Ability to translate corporate objectives into meaningful communications and behavioural change programmes. Spoken English fluency.	
Equal Opportunities	Ability to demonstrate awareness/understanding of equal opportunities and other people's behaviour, physical, social and welfare needs.	Experience leading inclusive communication initiatives or engagement programmes focused on seldom heard or underrepresented groups.
Additional Factors	Politically aware and able to operate effectively within a politically sensitive environment. Commitment to customer centred service delivery and continuous improvement. Commitment to One Council principles and organisational values. Ability to travel throughout North Northamptonshire, the region and nationally as required. Ability to attend evening meetings, Member briefings, consultations, events and stakeholder engagement activities. Ability to respond outside normal working hours during major incidents, emergencies or reputationally sensitive situations. Commitment to Corporate Social Responsibility, environmental sustainability and social value principles. Commitment to continuous professional development and sector best practice.	Experience working within a politically restricted environment. Active involvement in professional networks, industry forums or national communications groups.