**Job Description**

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| Job Title - Communications Manager  (News & External Affairs, Campaigns & Projects, Internal or Web & Digital) |
| Job number |
| Grade P2 |

**Overall purpose of the job**

**Please write one or two sentences about why the job exists. Focus on the achievement of the key end results 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.

Specifically, the post holder will work as part of a team to manage a coordinated multi-skilled corporate service dedicated to a specific area of the business delivering part or all of the following functions:

* Communications, marketing and campaign development and delivery
* Web and digital development and delivery
* Brand management
* Media management
* Internal communications and stakeholder engagement
* Communications support and advice to services to Chief 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 for your area of the business

* Driving innovation, creative thinking and alternative ways of delivering outcomes in line with delivering the council’s vision across its seven ambitions
* Contributing to the delivery of strategic plans.
* Managing resources within agreed procedures and budgets
* Contributing to a 24 hour on call communications service and emergency communications out of hours

# Main accountabilities

Please list the accountabilities in descending order of priority. Please include 6-9 accountabilities.

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|  | **Main accountabilities** |
|  | Support the Snr Communications Manager to deliver appropriate communications, web and marketing strategies and annual action plans in a key area of the council’s business in accordance with our statutory responsibilities aimed at improving and enhancing the reputation of Cambridgeshire  This could include coordinating and research for internal or external stakeholder engagement, drafting web and digital strategy and systems, developing market or social media campaigns to deliver on council targets, consultation and surveys and organising or facilitating direct engagement with communities through social media, exhibitions, public events and liaison with local groups. |
|  | Manage the provision of proactive and reactive responses to all aspects of media –including social media - in a timely way ensuring that the Council's reputation and integrity is maintained. |
|  | Maintain effective relationships with, provide advice and support as appropriate, for heads of service/Members on communication and marketing including supporting the provision or commission of any necessary training. |
|  | Represent the County Council as lead Communications officer at appropriate external meetings with partners and key stakeholders for teams within the wider service. |
|  | Ensure effective use of communications, web, digital and marketing tools and approaches to proactively shape and manage internal and external customer expectations in line with the changes in service delivery. |
|  | Use customer and employee insight to drive innovation and to ensure that all appropriate channels are used to reach and engage with different target audiences. |
|  | Define and establish a set of tools to encourage two-way engagement with the Council to ensure that citizens and our staff across both councils have an active voice in decision making. |
|  | Provide management and effective leadership for Senior Communications Officers or Communications and Content Advisors. Deputising for the Snr Communications Manager as required. |
|  | Form part of an effective communications in emergency situations including being part of a 24 hour on call communications service |
|  | Establish and monitor key performance indicators for the departmental and specific campaigns where you have primary responsibility and providing reports on effectiveness and ROI to key stakeholders. |
| 11. | Demonstrate awareness/understanding of equal opportunities ensuring they are reflected in all the councils’ communications activities, and of other people’s behavioural, physical, social and welfare needs. |

**Safeguarding commitment** *(Include for roles involving work with children/vulnerable adults)*

We are committed to safeguarding and promoting the welfare of children and young people/vulnerable adults. We require you to understand and demonstrate this commitment.

**Person Specification**

**Qualifications, knowledge, skills and experience**

Minimum level of qualifications required for this job

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| --- | --- | --- |
| 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 | Essential |
| Membership of a recognised industry body | CIPR/CIM | Desirable |

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

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| --- | --- | --- |
| Identify | Describe | Essential/Desirable |
| **Knowledge** |  |  |
| 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 |
| **Skills** |  |  |
| Working together | Think creatively about opportunities to work together, building rapport.  Deliver results across team and organisational boundaries. | Essential |
| Integrity | 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. | Essential |
| Respect | Identify areas for improvement to meet the diverse needs of customers and  Colleagues.  Challenge poor use of built and natural resources, delivering improvements. | Essential |
| Excellence | Review current practice both in own work and in the work of my team.  Identify and deliver best practice. | Essential |
| Effective communication | High level of written and verbal communication skills  Ability to persuade and negotiate at appropriate levels and across different agencies, services and groups.  Effective interpersonal skills in groups, teams and one-to-one situations.  Visible communication of positive messages about Cambridgeshire, the County Council, and the communications service. | Essential |
| Partnership working | Willingness to promote the wider activities of both councils and share responsibility for the Councils across service boundaries, especially in the public domain. | Essential |
| Strategic Thinking | Ability to think strategically across organisational, functional and unit boundaries. | Essential |
| Leadership | Ability to lead by example through demonstrating motivation, commitment, perseverance and conscientiousness.  Taking personal responsibility for making things happen and achieving desired results. | Essential |
| Management skills | Strong management skills and expertise in the use of management information systems to specify and monitor performance.  Ability to influence others, set and review priorities, make decisions and take responsibility.  Financial management and budgetary control skills. | Essential |
| Judgement and decision making | Ability to challenge others constructively and to make informed decisions that if challenged can be substantiated.  Ability to exercise political sensitivity and clear judgement over organisational issues and developments and to arrive at a balanced view.  Ability to understand and analyse complex issues and to offer sound, strategic, professional and managerial advice.  Demonstrable ability to learn from experience and to share that learning through future actions to improve service and staff performance. | Essential |
| **Experience** |  |  |
| Leadership and management | Proven experience of managing and supporting high performing teams. | Essential |
| Productive relationships | Experience of working in a politically sensitive environment  Proven ability in fostering positive and constructive relationships with and amongst team members, elected Members and with peers across and outside the organisation. | Essential |
| Financial management | Successful management of budgets and evidence of pro-active identification and implementation of efficiencies and savings. | Essential |
| Customer focus | Clear understanding of the need to engage with communities and promote good customer relations. | Essential |
| Presentation of information | Ability to prepare meaningful and concise information and presentations and to participate in senior level meetings to achieve desired outcomes. | Essential |
| Negotiation | Ability to engage in positive dialogue to achieve desired outcomes . | Essential |
| Change management | Knowledge and experience of successful service change and organisational development.  Knowledge and experience of how to effect cultural and behavioural change.  Knowledge and experience of leading service change projects. | Desirable |
| Communications and Marketing | Experience of developing and delivering communications and marketing strategies to support and deliver against strategic objectives within a complex organisation.    Experience in using a range of communications and marketing technology/ software. | Essential |
| **Equal opportunities** | Ability to demonstrate awareness/understanding of equal opportunities and other people’s behaviour, physical, social and welfare needs |  |
| **Safeguarding** *(include for roles working with children/vulnerable adults)* | Demonstrate an understanding of the safe working practices that apply to this role. |  |
|  | Ability to work in a way that promotes the safety and well-being of children and young people/vulnerable adults. |  |

**Disclosure level**

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| --- | --- | --- |
| What disclosure level is required for this post? | None |  |
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**Work type**

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| What work type does this role fit into? (tick one box that reflects the main work type, the default workers type is flexible) |  | Flexible |  |  |