

Job Description and Person Specification

Job details

Job title: Senior Communications Manager

Grade: 8, £45,441 to £48,474

Reports to: Head of Communications

Responsible for: Communications Specialists, Communications Officers

Directorate and Service area: Chief Executive's – Communications and Policy

Purpose of the job

1. To manage and deliver a cost effective and dynamic corporate communications service and to ensure the development of the council's brand, visual identity and reputation.
2. To hold responsibility for the marketing budget and proactively work with the Head of Service and wider communications team in the development and delivery of marketing and communications strategies.
3. This post fulfils a lead role in the strategic marketing and communications service that covers corporate communications, marketing, digital design, social media, advertising, promotional campaigns and cost-effective employment of all media resources and communications channels for such purposes.

Principal responsibilities

1. Support the Head Communications in leading the service, its staff, policies and procedures with the aim of delivering a high quality, responsive service focussed on improving the council's reputation in the local community.
2. Manage and lead the Communications Specialists and Communications Officers, mentoring them and supporting them, helping them to be the very best at what they do.
3. Support the Head of Policy and Communications in recruiting, inducting, training and developing a high performing, responsive, skilled and flexible team capable of responding to the challenges ahead.

Responsibilities applicable to this role

1. Create and manage a Directorate Communications Plan for the council and ensure that all activity is aligned with the Policy and Communications Service Plan and adheres to good practice according to copyright, GDPR, equality, accessibility and the Local Government Publicity Act. This includes the delivery of marketing plans for major projects and events.
2. Liaise with directorates and provide marketing plans as required, to meet their needs and match their budgets. Additionally, to help reduce directorate budgets and work with them on brand policy, copyright, data protection etc.

3. Develop, promote and protect the council's brand ensuring that the corporate identity and the visual appearance of all communications channels are appropriate and consistent.
4. Ensure all directorate marketing spend is tracked and evaluated to deliver best possible value-for-money communications solutions, providing a full method for evaluating marketing campaigns and instigating a system to report back on such evaluation.
5. Oversee the management of the Marketing Team budgets, having a clear Resource Plan to ensure all activity is completed within budget and identifying opportunities for efficient communications delivery and more commercial approaches.
6. Manage the Communications Team, by setting clear direction, goals and commercial focus. In addition, to clarify priorities ensuring the team are well placed to aid the delivery of the corporate communications service to directorates.
7. Manage key relationships across the organisation and with external stakeholders, including CLT, directorate DMTs, Executive Members, councillors, scrutiny chairs, media editors and strategic partners, providing information, advice and discussion on all topics related to communications and marketing to ensure an effective service delivery.
8. Monitor, evaluate and advise on the delivery of messages and marketing campaigns so that they are delivered efficiently and with consideration for the various target groups, while maintaining the council's corporate visual identity and design standards.
9. Support the council's media and communications activities in preparation for, and in the event of, a major emergency.
10. Take an active role in securing efficiency and continuous improvement of the Communications Service.
11. The post holder will be expected to undertake any other duties as may reasonably be expected by the Head of Policy and Communications commensurate with the level of the post.

General responsibilities applicable to all jobs

1. Demonstrate commitment towards the delivery of the council's vision, key commitments, values and behaviours.
2. Ensure corporate processes are followed and implemented for all areas of the postholders work and responsibility.

3. 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

This post is Politically Restricted:

Under the Local Government and Housing Act 1989 this post is classified as a politically restricted or sensitive post. Holders of such posts are disqualified from seeking election to or being a member of the House of Commons, the European Parliament, or a Local Authority, other than a Parish Council.

Working hours

The role will require working flexible and some anti-social hours. The post holder may be required to work evenings and weekends depending on the nature of the task. They may also be required work additional hours during peak periods and may be required to be part of the service's on call rota for 'out of hours' emergency communications.