

**Job Description & Person Specification**

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| **Post Title** | Head of Marketing and Communications | | | | |
| **JE Reference** | H0110 | **Grade** | Grade L | **SCP Range** | 59 - 61 |

**Reporting line:**

Assistant Director – Organisational Change

Head of Marketing and Communications

Communications

Team

# **Job Purpose:**

To lead and develop the Council’s communication and marketing team, incorporating media relations; reputation management; strategy; marketing communications; internal communications; events’ and campaign communications functions.

To raise the profile and enhance the reputation of Redcar & Cleveland Borough Council through a resident-led, customer focused communication strategy that delivers value and is clear and effective for customers, key stakeholders, Members and employees.

To provide expert guidance on all communication issues and to work with partners internally and externally to provide high-quality communications and marketing products and services that support key organisational and service objectives

# **Relationships:**

**Accountable to:** Assistant Director Organisational Change

**Accountable for:** The organisation, evaluation and appraisal of the work of Officers and Assistants within the team

**General Contacts:** The post holder will advise and liaise regularly with council officers at all levels, elected members and partners and external organisations. They will also deal with members of the public.

# **Key duties and responsibilities:**

1. Serve as principal communications specialist, acting as a professional adviser to Members and senior colleagues on often complex or controversial communications and reputational issues
2. Under the direction of the AD Organisational Change develop a robust marketing strategy that deliver key Council priorities
3. Ensure all Council priorities are strongly marketed and campaigns are created to assist the Council in achieving their priorities.
4. Act as a ‘brand champion’ for the council, ensuring Redcar and Cleveland Borough Council is perceived positively by all key stakeholder audiences, including residents, customers, service users, communities, Members, partners, businesses, investors and visitors
5. Under the direction of the AD Organisational Change lead and manage the communications, marketing and media service, including the alignment of individual departmental communications strategies to ensure that communications and marketing resources across the council are effectively co-ordinated and aligned to reduce duplication and ensure that the Council maximizes value.
6. Using a range of media, build the council’s profile locally, regionally and nationally, showcasing achievements and positioning Redcar and Cleveland Borough Council as a pioneering, innovative organisation
7. Provide leadership to communications and marketing campaigns, helping Redcar and Cleveland Borough Council communicate effectively with its varied communities and stakeholder audiences
8. Ensure the delivery of key messaging, ensuring the council projects a coherent, compelling and joined-up narrative at all times
9. Build strong and robust internal communications channels, developing employee awareness, involvement and understanding of key organisational objectives
10. Develop the council’s approach to digital communications, ensuring that all value- adding social media platforms are explored and utilised
11. Work with colleagues to ensure the council’s online presence and all departmental communications are aligned with the corporate message and approach
12. Develop the department’s approach to benchmarking and evaluation, ensuring communications and marketing services and products are both strategic and cost- effective
13. Participate and provide professional advice to the Council wide group in the roll out of the customer relation management (CRM) system.

# **Corporate Responsibilities:**

1. To undertake such duties as may be commensurate with the seniority of the post
2. To ensure that the Council’s corporate Health & Safety policy is followed and training is undertaken in all pertinent health and safety procedures
3. To partake in the Council’s and Directorate’s staff training and development policies as well as the Council’s system of performance appraisal
4. To treat all information gathered for the Council and Directorate, either electronically or manually, in a confidential manner
5. All employees are required to demonstrate a commitment when carrying out their duties which promotes and values diversity and the equality of opportunity in relation to employees and service users which is in line with the Council’s Equality & Diversity Policy.
6. To be responsible for identifying and managing all risks associated with the job role through effective application of internal controls and risk assessments to support the achievement of Corporate and Service objectives
7. To ensure the highest standards of customer care are met at all times
8. To ensure the principles of Value for Money in service delivery is fundamental in all aspects of involvement with internal and external customers
9. To ensure that the highest standards of data quality are achieved and maintained for the collection, management and use of data.
10. To positively promote the welfare of children, young people, and vulnerable adults and ensure that it is recognised that Safeguarding is everyone's responsibility; and to engage in appropriate training and development opportunities which enhance an individual’s knowledge and skill in responding to children, young people and vulnerable adults who may be in need of safeguarding.

**Last Updated: March 2017 Author: Pauline Kavanagh**

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| **POST TITLE** | **GRADE** | |
| Head of Marketing and Communications | Grade L | |
| **NOTE TO APPLICANTS**  Whilst all points on the specification are important, those listed in the essential column are the key requirements. You should pay particular attention to those points and provide evidence of meeting them. Failure to do so may mean that you will not be invited for interview. | |

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| **CRITERIA** | NECESSARY REQUIREMENTS | | **\* M.O.A.** |
|  | **Essential** | **Desirable** |  |
| **EXPERIENCE** | * Substantial experience of leading communications in a large complex organisation * A demonstrable track record of delivery results in a comparable communications environment * Working in partnership with other organisations * Substantial experience of leading the delivery of services in an agency-client context * Successful and substantial experience of leading organisational communications at a time of change * Evidence of supporting long-term strategic planning of large and small scale communications projects, including production of strategic plans with objectives, outcomes and return on investment * Strong political awareness * An in-depth understanding of communication and marketing in the public sector, including research and data analysis * Understanding of segmentation and target audiences * Understand of the use of a wide range of communications channels for internal and external audiences * Assessing and understanding the impact of communications activity * Commissioning and procuring communications and digital services * Management of people/teams |  | A, I |
| **SKILLS AND ABILITIES** | * Exceptional communications skills including public speaking * Able to manage the effective delivery of a planned and reactive communications and marketing programme * Ability to lead, motivate and develop a diverse team of people * Negotiations Skills * Innovative approach to work * Ability to work under pressure * Coaching skills |  | A, I |
| **EDUCATION/ QUALIFICATIONS/ KNOWLEDGE** | * Education to degree level (or equivalent acceptable experience) | * Relevant professional qualifications (such as CIPR, CIM) | A |
| **OTHER REQUIREMENTS** | * Flexible approach to work by responding to the needs of the services including, at times, requirements to work beyond normal working hours * Commitment to own continuous personal and professional development * Strong team player, committed to an ethos of continuous improvement * Strong personal resilience as the post covers complex and difficult issues and often requires responses in short timescales | * Full driving licence * Evidence of own continuous personal and professional development | A, I, C |
| **COMMITMENT TO EQUAL OPPORTUNITIES** | * Commitment to equal opportunities and the ability to recognise the needs of different service users | * Evidence of having completed training in equality and diversity awareness | A,I |
| **COMMITMENT TO SERVICE DELIVERY/ CUSTOMER CARE** | * Commitment to provide a customer-focussed service | * Evidence of surpassing customer expectations or service targets / goals | A,I |

**METHOD OF ASSESSMENT: (\*M.O.A.)**

A = APPLICATION FORM C = CERTIFICATE E = EXERCISE I = INTERVIEW P = PRESENTATION T = TEST AC = ASSESSMENT CENTRE R = REFERENCE