



Protecting local
communities

VACANCY

Job Title: Communications Manager

Hours: 37 Hours per Week

Salary: £30,785 - £33,437 (Starting Salary £30,785)

Location: Training & Administration Hub, Queen's Meadow Business Park, Hartlepool

Cleveland Fire Brigade is looking for a highly motivated and enthusiastic leader to manage and develop the Brigades breadth of public relations, social media and marketing activities.

Providing strategic and operational direction to the Communications Team the role will deliver both Staff and Community Engagement Strategies, and support the delivery of key safety messages to our wide and diverse communities, using a range of traditional and developing media.

The successful candidate will be responsible for managing and developing public consultation events and community safety campaigns and will support internal stakeholders to develop and manage internal and external communications and communication systems.

Candidates must be innovative in their approach to work and be able to work as part of a team in a high pressurised environment.

In addition candidates must have demonstrable experience of devising and delivering publicity campaigns and hold a professional qualification in a related discipline.

To download an application form and information pack visit www.clevelandfire.gov.uk, alternatively you can email recruitment@clevelandfire.gov.uk or contact the Human Resources Department on 01429 874022.

Closing Date: 28 February 2018

Assessment/Interview: 8 March 2018

Applicants who have not been contacted by 2 March 2018 should assume they have been unsuccessful.



Personal Role Profile

Role Title:	Communications Manager	Reporting To:	Prevention & Protection Manager
Location:	Queens Meadow Complex	Role/Grade:	Band G

Purpose of Role:

To provide comprehensive and professional communications services to support and promote the corporate aims and objectives of Cleveland Fire Brigade. To manage and develop the Brigade's Public Relations, Social media and Marketing activities, and to support and develop internal communication channels, and supporting stakeholders to engage with internal communication systems. To manage and develop public consultation events and community safety campaigns, as directed, and develop staff to deliver appropriate messages through various media.

Key Responsibilities

Develop, evaluate and continuously improve the organisation's internal and external communication protocols, frameworks and systems.

1. Assist with the drafting and implementation of the Brigade's Communications related Strategies
2. Line manage both the Press, Public Relations and Marketing Officer, and the Electronic Media Officer in accordance with Brigade procedures.
3. Continually assess the effectiveness of the organisation's internal and external communication protocols, frameworks and systems, and provide regular reports to the Prevention & Protection Manager
4. Manage the Brigade's Public Relations activity, both proactive and reactive, through collaboration with internal stakeholders, including supporting public consultation processes as directed, and report on activities to the Prevention & Protection Manager and other internal stakeholders as appropriate
5. Manage the Brigade's social media and online engagement, through collaboration with internal stakeholders to ensure that the Brigade utilises these media to maximum effect across a range of areas, including community engagement, consultation and safety campaigns.
6. Manage and proactively develop the Brigade's Marketing activities, through collaboration with internal stakeholders to ensure that our extensive range of services are marketed towards appropriate audiences, and that our safety campaigns are delivered appropriately, and report on activities to the Prevention & Protection Manager and other internal stakeholders as appropriate
7. Support the development of staff from across the organisation to deliver a variety of communication functions, and encourage staff to engage in internal communications.
8. Support the development and procurement of resources associated with communications, within budgetary constraints, and support the Prevention & Protection Manager to manage budgets associated with Communications
9. Liaise with Communication Teams from key partner organisations, and ensure that the Authority meets its obligations with respect to multi-agency communications, such as those prescribed in the LRF Communications Plan.
10. Your post requires that you wear uniform in accordance with the Dress & Appearance Policy and Procedure.
11. Take part in Personal Development Reviews and complete Personal Development Records in accordance with Brigade procedure.
12. Maintain relevant skills and knowledge aligned to key responsibilities and National Occupational Standards to determine continued maintenance of competence in role.
13. Support and promote equality and diversity, respect and dignity for all staff and members of our local communities in line with Brigade policy.
14. Carry out all duties as detailed in the Brigade's Health & Safety Policy

Role Map of National Occupational Standards	Nos	Modules
Plan and implement activities to meet service delivery needs	EFSM10	003-007 009-
Determine effective use of physical and financial resources	EFSM 11	016 021-026
Manage effective use of resources	EFSM12	034-037 042-
Manage the performance of teams and individuals to achieve objectives	EFSM14	044 049-050
Develop teams and individuals to enhance work based performance	EFSM15	053-062 071-
Manage yourself to achieve work objectives	EFSM16	072 076-078
Advise on development and implementation of quality policies and practice	EFSM 17	082
Implement Quality Assurance Systems	EFSM 18	
Monitor compliance with quality systems	EFSM19	
Exchange information to ensure effective service delivery		
Provide information to support decision making	EFSM 20	
Develop information systems to support service delivery objectives	EFSM 21	
	EFSM 22	

Personal Qualities and Attributes (PQAs)			
<p>Commitment to Diversity and Integrity Promotes and manages diversity and demonstrates a fair and ethical approach in all situations</p> <p>Openness to Change Proactively supports change, seeking opportunities to promote improved organisational effectiveness</p> <p>Confidence and Resilience Consistently projects and promotes a confident, controlled and focused attitude in highly challenging situations</p> <p>Working with others Leads, involves and motivates others both within the Fire & Rescue Service and in the community</p> <p>Effective communication Communicates effectively, both orally and in writing</p> <p>Commitment to Development Committed and able to develop self, individuals and teams to improve organisational effectiveness</p> <p>Problem Solving Understands and applies relevant information to make appropriate decisions which reflect key priorities and requirements</p> <p>Situational Awareness Maintains an active awareness of the environment to promote safe and effective working</p> <p>Commitment to Excellence Leads groups to achieve excellence by the establishment, maintenance and management of performance requirements</p> <p>Planning and implementing Creates and implements effective plans to deliver a range of organisational objectives</p> <p>Political/Organisational Awareness Recognises the potential/political impact and implications of actions from a strategic perspective</p>			
Signatures			
Approved by: Line Manager		Date:	
Agreed by: Post Holder		Date:	
Authorised by Head of L&D		Date:	

CLEVELAND FIRE BRIGADE

Person specification – Communications Manager

	Essential	How measured	Desirable	How measured
Qualifications / Attainments	<ul style="list-style-type: none"> Professional qualifications in a related discipline of Communications / Media / Marketing / PR or Engagement. Evidence of learning in management and leadership (short courses/training etc). 	<ul style="list-style-type: none"> Application Form, Certificates; Application Form, Interview; 	<ul style="list-style-type: none"> Educated to degree level. 	<ul style="list-style-type: none"> Application Form, Certificates;
Work experience	<ul style="list-style-type: none"> Extensive experience of devising and delivering publicity campaigns and delivering engagement strategies to communities or large stakeholder groups through a variety of media, including new and developing electronic media. Experience of contributing to strategic planning within this field including campaign management, press releases, news reports, statements and speeches. Significant leadership and management skills. Knowledge and experience of delivering social marketing campaigns 	<ul style="list-style-type: none"> Application Form, Interview, References; Application Form, Interview, References; Application Form, Interview, References; Application Form, Interview, References; 		

	<ul style="list-style-type: none"> • Experience of engaging with internal and external stakeholders to deliver corporate and public facing communications, including leading teams and procuring others to deliver these services 			
Knowledge / skills	<ul style="list-style-type: none"> • A persuasive and expert communicator adept at engaging with diverse audiences in a meaningful way either verbally or non verbally. • A talented leader used to working in pressurised environments and achieving organisational goals. • Knowledge of key deliverables in relation to media management, public relations, event management, internal communications. 	<ul style="list-style-type: none"> • Application Form, Interview, References; • Application Form, Interview, References; • Application Form, Interview, References; 	<ul style="list-style-type: none"> • Experience of public speaking and community engagement using a wide range of media, including electronic media 	<ul style="list-style-type: none"> • Application Form, Interview;
Personal qualities	<ul style="list-style-type: none"> • A highly motivated and enthusiastic leader with the ability to inspire others and use expertise and integrity to build relationships with all of the audiences, partners and stakeholders critical to the Brigade's success. • An innovator with the ability to embrace and fully exploit the potential of developing technology, and to lead and influence others to do the same 	<ul style="list-style-type: none"> • Application Form, Interview; • Application Form, Interview; 		

Additional requirements	<ul style="list-style-type: none">• Able to represent the Brigade at all times professionally.• Commitment to Equality and Diversity• Commitment to Health and Safety			
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