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| **JOB TITLE** | Head of Communications and Marketing | **DIRECTORATE** | Transformation and Partnerships |
| **SERVICE** | Communications and Marketing | **GRADE** | HOS 3 |
| **REPORTING TO** | Director of Transformation and Partnerships |
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| **PURPOSE OF JOB** | To lead the development and delivery of the corporate internal and external communications and marketing service to maintain the Council’s positive reputation. The development of communications and marketing strategies to improve the performance and perceptions of the Council.  |
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| **JOB OUTLINE/KEY RESULT AREAS** | **STANDARDS OF PERFORMANCE** |
| **Generic Key Result Areas*** Contribute to the strategic development and delivery of the Transformation and Partnerships service to meet the council’s policy and planning requirements;
* Manage all employees, relevant budgets, and service performance in accordance with council procedures and objectives;
* Contribute to and manage the development and implementation of the service and council wide initiatives to deliver improvements across the council;
* Manage relationships with internal and external partners to support the delivery of efficient and effective services.

**Role Specific Key Result Areas*** Lead the management of council-wide public relations and media services to ensure the Council receives fair and comprehensive media coverage ensuring policies and achievements receive adequate publicity and that the Council image is enhanced both locally and nationally, creating a positive and lasting impression;
* Lead the development and management of the corporate communications and marketing services to promote Council services and activities to the widest audience;
* Lead the provision of advice and information to members, officers and all services of the council on all matters relating to publicity, communications and media relations;
* To act as the Council’s lead officer for communications during emergency and statutory situations such as elections, ensuring that responsibilities are fulfilled, communications remain timely, accurate, useful and helpful and the reputation of the Council is proactively managed.  Includes working closely with partners;
* Lead the design, development and implementation of the Council’s corporate marketing programme including high quality marketing campaigns, strategic promotional partnerships, event support and other communications, to deliver agreed corporate requirements whether these are to deliver income targets, maximise the uptake of services or change resident’s behaviour;
* Ensure robust research and analysis of customer behaviour and changing habits is undertaken to support business decisions and the development of marketing campaigns and strategie;
* Working alongside Human Resources to ensure that the development, management, analysis of and activities to respond to the Council’s employee survey and other employee consultation activities are appropriate and are in line with best practice, taking action to address any internal communications and reputational issues, which arise from this or other work;
* To build relationships with colleagues, stakeholders, delivery partners, external contractors, suppliers and others as appropriate to enable the service to be delivered and continually improved;
* To actively promote and represent the interests of the Council, and where appropriate, the Service, at local, regional and national level participating in relevant programmes, showcasing good practice and contributing to exchange networks;
* Carry out ‘horizon scanning’ to ensure that opportunities for Durham related areas of work are developed and potential risk is identified and managed;
* Establishing proactive partnerships arrangement which support, enable and inspire coordination across organisations to effectively spot opportunities, mobilise and promote Durham as a great place to live, work, visit and invest in regionally, nationally and internationally, taking advantage of funding opportunities, national initiatives and opportunities for showcasing the county, where appropriate;
* Build on and increase the profile of the Council as a modern, customer focussed and forward thinking organisation through the development and implementation of the brand;
* Lead the development and management of the Council’s web-site and social media platforms, including working with service areas to empower front line staff to maximise the opportunities from these channels;
* Lead on the development and use of supporting technologies and other innovations to enhance the communications and marketing offer;
* Act as the Transformation and Partnerships link over to designated service groupings as required;
* Lead organisation-wide projects as required.
 | **Generic Standards of Performance*** Ensure health and safety of self and others within workplace;
* Demonstrate leadership qualities and inspire teams to work across the Council as services are transformed;
* Lead a culture of effective management of resources and budget, applying best value and flexible models of support that reduce costs;
* Respond to queries and calls promptly and professionally;
* Operate effectively as part of the senior leadership team;
* Effective communication and engagement;
* Ensure principles of equality and diversity and the Council’s other corporate values are embraced and underpin all work for employees and service users;
* Appropriate multi-agency working and sharing information.

**MEASURES OF SUCCESS****Generic Measures of Success*** Achieves service objectives;
* Achieves performance indicators/targets;
* Customer satisfaction;
* Meets budgetary requirements;
* Delivers year on year service improvements;
* Delivers projects to time, cost, and quality.

**Role Specific Measures of Success*** Council image;
* Responsiveness to media requirement;
* Ensures compliance with governance legislation and regulating requirements.
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| **SKILLS / EXPERIENCE AND QUALIFICATIONS REQUIRED FOR POST** | **SERVICE AREA/TECHNICAL COMPETENCIES REQUIRED** | **COMPETENCIES REQUIRED****(Behavioural Indicators – Leader)** |
| Education & Qualifications* Relevant professional qualification at degree level or equivalent.

**Skills*** High level of communications and marketing skills;
* Ability to think analytical, strategically and creatively;
* Project and change management skills;
* Leadership, delegation and team building skills;
* High level problem solving, financial control and organisation skills;
* Significant political and cultural awareness.

Knowledge* Local government statutory requirements;
* Social marketing techniques;
* PR, marketing, corporate communications;
* Web based and social media technologies;
* Council strategic direction, priorities and issues.

Experience* Developing corporate image;
* Strategy development;
* Senior management and budgetary experience;
* Internal and external partnership working;
* Managing diverse multi-disciplinary teams;
* Building effective working relationships;
* Working with members.
 | **Leadership*** Analytical thinking – the mental processes of analysis and evaluation;
* Strategic thinking – balancing today’s expectations and requirements with the future opportunities, issues and concerns that may affect business results tomorrow;
* Developing others – to coach or mentor others to achieve their best;
* Business acumen – the ability to make good business judgements and decisions

Service/Technical* Communications and marketing including theories and best practice;
* Knowledge of relevant legislation, statutory frameworks, good practice and government policy initiatives;
* Understanding of technology that can support and enhance communication and marketing activity including web and social media.
 | **Customer first:** Puts the customer first (internal and external) to provide an excellent service.**Working with others:** Working together to improve how we provide services and supporting each other through change.**Communications:** Conveys information clearly and effectively, in a way which helps people understand.**Personal impact:** Is self-aware, acts pro-actively and takes responsibility for achieving results.**Building our future:** Wanting to be the best and working together to achieve this. Making improvements through being efficient and delivering value for money.**Delivering results:** Continually improving performance and introducing new ideas into the council to achieve results. |

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| **DIMENSIONS** |
| * Number of staff;
* Revenue budget;
* Number and range of media providers in the county.
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