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| **JOB TITLE** | Head of Corporate Affairs | **DIRECTORATE** | Chief Executive |
| **SERVICE** | Corporate Affairs | **GRADE** | HOS 2 |
| **REPORTING TO** | Chief Executive |
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| **PURPOSE OF JOB** | To lead on the council’s management of corporate affairs and to support the Chief Executive to deliver the strategic priorities of the council, including responsibility for corporate communications, media and corporate strategy, planning and performance |
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| **JOB OUTLINE/KEY RESULT AREAS** |  |
| **Generic Key Result Areas*** Contribute to the strategic development and delivery of the Corporate Affairs Service to meet the Council’s policy and planning requirements.
* Lead and 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.
* Lead strategy, planning and improvements across the services in scope, participating in partnership arrangements as appropriate.
* Operate effectively as part of the Extended Management Team of the Council and Senior Leadership Team of the directorate.
* Lead teams to display the Council’s Values & Behaviours,
* Ensure the principles of equality, diversity and inclusion in addition to the Council’s other corporate values and priorities are embraced and underpin all work for employees and service users.
* Provide clear and visible leadership, promoting health, safety and wellbeing of the teams in scope and providing a positive working environment and culture.

**Role Specific Key Result Areas*** Provide strategic support to the Chief Executive in relation to the corporate affairs of the council
* Develop and implement a comprehensive corporate change and improvement programme aimed at bringing about rapid and sustained improvement to the way the Council operates and the way services are provided
* To work with the Chief Executive and other Heads of Service to lead on Service Improvement initiatives
* Lead council wide strategy and performance management
* Lead on strategic relationships with stakeholders at local, regional and national level
* 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 services to promote Council services and activities to the widest audience;
* Lead the development of the council’s corporate plan, working with internal and external stakeholders to align planning with strategy
* Lead on the council’s equalities work, setting strategy and policy and integration across the council
* Coordinate external inspections
* 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, working closely with partners
* 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
* Lead the development and management of the Council’s web-site and social media platforms, working with service areas to empower front line staff to maximise the opportunities from these channels
* To manage the corporate management team strategic forward work programme
* To create a corporate stakeholder engagement plan and leading on the implementation.
* Develop the councils approach to reputational management putting together campaigns and strategies to realise the councils profile locally and nationally.
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| **QUALIFICATIONS, SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED FOR POST** | **SERVICE AREA/TECHNICAL COMPETENCIES REQUIRED** |
| Education & Qualifications* Relevant professional qualification at degree level or equivalent – or significant experience that demonstrates ability to undertake the role to an exceptional level

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

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

**Experience*** Substantial leadership experience
* Working at a senior level.
* Developing corporate image
* Strategy development.
* Senior management and budgetary experience.
* Experience of internal and external partnership working.
* Experience of managing diverse multi-disciplinary teams.
* Experience of building effective working relationships.
* Working with members
* Leading service improvement/ transformation
 | **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:*** Knowledge of relevant legislation, statutory frameworks, good practice and government policy initiatives.
* Communications including theories and best practice
* Understanding of technology that can support and enhance communication and marketing activity including web and social media
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