



<b>Job Title:</b> Public Health Senior Communications Executive	<b>Role Profile Number:</b> ENN35
<b>Grade:</b> N	<b>Date Prepared:</b> November 2020 – amended May 2021
<b>Directorate/Group:</b> Public Health	<b>Reporting to:</b> Communications Lead – Campaigns
<b>Structure Chart attached:</b>	No

## Job Purpose

To lead and develop a marketing and communications strategy to drive healthy behaviour change across Swindon with a focus on prevention and management of Covid-19 and other key public health messages. This will include leading the planning, developing and evaluation of priority campaigns/projects relating to public health and the implementation of the Local Outbreak Management Plan. This will role will also involve working directly with elected members, officers and partnership organisations to gain their buy-in and involvement in communications activity, offering advice on the best approach and reputational risks and benefits.

## Key Accountabilities

- To lead communications and marketing that will maintain public confidence and engagement with advice and measures to prevent and control Covid-19 as well as other related public health initiatives such as #Quit for Covid, Change for Life, One You, Better Health and Stay Alert.
- Proactively work with the Public Health team to advise on and agree the communications requirements and most appropriate outputs, using audience insight to determine messaging and channels as far as possible.
- To work collaboratively across the Public Health team, the Clinical Commissioning Group and other system partners to promote key messages to agreed target audiences, evaluating the impact while also drawing on regional and national best practice.
- Independently secure and manage input from a range of internal stakeholders to contribute to communications activity, including Cabinet Members, Corporate Directors and officers across a range of teams.

- To ensure all communications and marketing approaches are focused on reducing inequalities and are adapted to reach specific target audiences as required.
- To work closely with the SBC Communications Team and Public Health, ensuring a coordinated approach to campaigns and support any media liaison as appropriate
- Work with partners to utilise digital channels such as social media effectively to communicate across communities most appropriately.
- Review existing sources of insight (including previous communication activity and local intelligence) to understand the overall context for communication and audience influences/influencers.
- To proactively contribute to continuous improvement, in terms of own professional development and the working practices and output of the public health team.

### **Knowledge & Experience**

*Candidates must have substantial knowledge and experience in the following areas of business and will be required to provide evidence of this:*

- Strong project management skills, able to plan and deliver multiple campaigns/projects simultaneously to agreed timescales, with minimal supervision.
- Ability to work across multiple organisations building strong relationships and balancing differing needs and demand on workload
- Confident, effective and persuasive communicator with previous communications experience and strong written skills, with ability to adapt style to audience.
- Able to navigate and thrive in a complex stakeholder environment to get results.
- Demonstrate an awareness of how channels work together and complement each other.
- Experience of writing robust campaign evaluations, drawing on the best available data and evidence from a range of sources.
- Excellent organisational skills, motivated to work in a fast-paced, highly-motivated professional team.
- Customer orientated with a focus on delivering a great professional service and confident working directly with senior colleagues including Cabinet Members and Corporate Directors.
- Ability to understand complex and technical policy issues and translate these for different external audiences; reacting quickly to unexpected developments.
- An enthusiastic team-player with a pro-active attitude.

## Qualifications

- Relevant degree or equivalent qualification eg, NCTJ or equivalent experience.

## Decision Making.

- Independently able to decide the best course of communications actions, assessing all the available evidence and reputational risks.

## Creativity and Innovation

- Creative thinking and keenness to develop and deliver innovative, low and no cost external communications and campaigns, using digital and offline channels.

<b><u>Job Scope</u></b>	<b>Budget Holder</b>	No
<b>Number and types of jobs managed</b> <ul style="list-style-type: none"><li>• N/A</li></ul>	<b>Responsibility</b>	.
<b>Typical tasks supervised/allocated to others</b> <ul style="list-style-type: none"><li>• Supervising the contribution of colleagues to campaigns/projects</li></ul>	<b>Asset Responsibility:</b>	N/A

## Contacts and Relationships

*(how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council)*

- Communications Team
- IT, Customer Services and Web Teams
- Service areas across the Council
- BSW Clinical Commissioning Group and Great Western Hospital
- External stakeholders, partners and suppliers

## Values and Behaviours

We strive to underpin our culture of being 'At our Best' through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours, by displaying:

- Accountability at all levels

- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

**Other Key Features of the role**

This post is likely to be office based with the opportunity for home working in line with Council policy. Travel may be required for external meetings, conferences etc.

Resilience and ability to adapt – this role is working in a fast changing environment and needs to be comfortable dealing with uncertainty and responding quickly often without full information.

Self-driven, confident and able to work using own initiative – able to constructively challenge and provide authoritative advice to colleagues, proactively identify and implement creative and innovative solutions to communication challenges and requirements.

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name:
<b>Date:</b>	