



**SWINDON**  
BOROUGH COUNCIL

## Role Profile

<b>Job Title:</b> Senior Communications Executive	<b>Role Profile Number:</b> OPN75
<b>Grade:</b> N <b>Salary:</b> £28,455 - £32,389	<b>Date Prepared:</b> 16.09.22
<b>Directorate/Group:</b> Corporate Resources/Communications	<b>Reporting to:</b> Communications Lead – Campaigns
<b>Structure Chart attached:</b>	No

### Job Purpose

To lead on the planning, developing and evaluation of priority campaigns/projects identified in the Council's Communications Strategy and Campaign Plan. Offer strategic advice on communications approaches to colleagues including senior leaders. Work 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. Make sure that all communications activity is evaluated as to its impact and lessons learned as to the success of particular campaigns and projects.

### Key Accountabilities

- Develop, deliver and evaluate multiple corporate communications and campaigns, focused on the organisation's agreed priorities. These campaigns must involve thorough monitoring, research, risk management and evaluation to ensure they achieve tangible results. Be able to independently and proactively lead on campaigns and projects, implementing effective project management techniques to deliver agreed outputs within set timescales.
- Plan and execute effective communications outputs for a range of channels including social media, through media relations and internal channels.
- 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.
- When the Communications Team is asked to offer support, meet with internal clients to advise on, and agree, communications requirements and outputs based on the OASIS model.
- Review existing sources of insight (including previous communication activity) to understand the overall

context for communication and audience influences/influencers.

- Support the design and delivery of techniques to assess the effectiveness and impact of communication work. Advise on, monitor, summarise and provide analysis of campaign effectiveness indicators.
- Deputise for the *Communications Lead – Campaigns* (line manager) as required.
- To proactively contribute to continuous improvement, in terms of own professional development and the working practices and output of the Communications Team.
- Coach and oversee contributions to your work from Communications Executives within the team, providing constructive feedback on their output, taking the audience's perspective and testing materials directly with the intended audience wherever possible.

### **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.
- Confident, effective and persuasive communicator with previous communications experience and strong written skills, with ability to adapt style to audience. Ability to write effectively for a range of audiences and communication channels including for the web and social media.
- Able to navigate and thrive in a complex stakeholder environment to get results. Developed communication and interpersonal skills in order to interact effectively with a range of clients and stakeholders, creating and maintaining effective working relationships.
- Experience of writing and delivering campaign plans based on the Government Communications Service's OASIS framework, gathering and applying evidence and using audience insight to inform activity and develop SMART communication objectives.
- 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.

- An enthusiastic team-player with a pro-active attitude.
- Strong problem solving skills with the ability to anticipate problems and resolve issues independently, and make sound, pragmatic decisions.
- Ability to manage and prioritise workloads effectively in response to changing demands.
- Excellent proof reading skills and good attention to detail.

**Qualifications**

- Relevant degree or equivalent qualification (for instance, NCTJ) or equivalent experience.

**Decision Making**

- Independently able to decide the best course of communications actions, assessing all the available evidence and reputational risks.
- Deciding the most effective allocation of your time to prioritise the delivery of priority campaigns/projects identified in the Council’s Communications Strategy and Campaign Plan

**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.
- Contribute creative ideas to campaigns on a range of subject areas, identifying opportunities for interesting and innovative content.

<p><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Supervising the contribution of colleagues to campaigns/projects, providing advice and feedback to Communication Executives</li> </ul>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>No</p> <p>.</p> <p>N/A</p>
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**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
- Performance, IT, Customer Services and Web Teams
- Service areas across the Council
- External stakeholders, partners and suppliers
- Corporate Directors and Cabinet Members

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