



SWINDON
BOROUGH COUNCIL

Role Profile Blank Template (Refer to guidance to assist with completion)

Job Title: Communications Lead – Campaigns	Role Profile Number: TBC
Grade: Q Salary: £30,754 - £40,680	Date Prepared: 29.06.18
Directorate/Group: Corporate Resources/Communications	Reporting to: Head of Communications
Structure Chart attached:	Yes

Job Purpose

Swindon Borough Council is working with partners to deliver our ambitious vision for Swindon so that the borough continues to thrive in the future and benefits from well-managed growth, investment and regeneration. We are also relentlessly focused on providing our services to residents as efficiently and effectively as possible, so that we live within our means and prioritise the services needed to support our vulnerable children and adults.

The Council's Communications Team has a clear aim: *"To deliver best-in-class public sector communications by providing a service that helps improve the lives of people and communities in Swindon, assists with the effective operation of council services and delivers responsive and informative communications."* We take a strategic approach to communications: managing evidence-based campaigns with clear objectives that make a measurable difference to council priorities. Audience insight and evaluation underpins everything we do.

The post holder is the strategic lead responsible for overseeing the end-to-end planning, delivery and evaluation of multiple, low or no-cost priority campaigns/projects identified in the Council's Communications Strategy and Campaign Plan. The role involve being the primary point of contact with Corporate Directors, Heads of Service and Cabinet Members to agree individual communications plans. The post holder will line manage 2-3 Communication Executives, ensuring they manage the day-to-day delivery of campaigns and projects to a consistently high standard.

Key Accountabilities

- To lead and oversee multiple priority campaigns and projects identified in the Council's overall Communications Strategy and Campaign Plan.
- To apply and manage robust project management methods across all the communications output and activity you oversee, demonstrating how you are prioritising and using available resources to best effect.
- To ensure all campaign/projects are based on Government Communication Service OASIS campaign planning framework, with SMART communication objectives and an evaluation framework agreed upfront to measure inputs, outputs and outcomes.
- To source, interpret and apply best available research, audience insight and channel performance data to develop evidence-based, creative and innovative communication plans.
- To be the primary point of contact with Corporate Directors, Heads of Service and Cabinet Members to develop and agree individual communication plans, share progress updates and evaluation reports on outcomes achieved.
- To represent communications at senior management and political meetings, identifying and providing early advice on emerging reputational risks and opportunities linked to proposed services changes and Cabinet decisions.
- To influence and constructively challenge colleagues where needed to avoid communication resource being diverted from the priority campaigns and projects identified in the Communications Strategy and Campaign Plan.
- To line manage two/three Communication Executives, including managing their performance management and personal development. To quality control their work and ensure all campaign/project output is delivered to a consistently high quality and level of creativity, driven by evidence and audience insight.
- To proactively research, recommend and introduce innovative campaign tools and approaches, led by audience insight and best practice elsewhere.
- To identify and mitigate reputational risks, providing authoritative advice and making recommendations to colleagues.
- To recommend and introduce continuous improvements to the wider ways of working of the Communications Team, helping to embed strategic communications within the Council and demonstrate how our campaigns and projects are supporting Council priorities.
- Proactively keep up to date with campaign and wider communications best practice across the public and

private sector.

Supplementary Accountabilities

- The postholder will be expected to be part of an out-of-hours emergency communications response rota.

Knowledge & Experience

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

- Knowledge, skills and experience of managing multiple, evidence-based, low or no-cost campaigns from end-to-end across the planning, delivery and evaluation phases.
- Knowledge, skills and experience of sourcing and analysing data and insight from a range of sources to develop robust campaign plans based on the OASIS model (Objectives, Audience, Strategy, Implementation, Scoring/Evaluation) or similar.
- Knowledge, skills and experience of generating and analysing data and evidence to prove the impact that communication campaigns and projects have made to organisational goals and priorities.
- Knowledge, skills and experience of gaining the confidence of senior leaders and staff generally, able to constructively challenge and influence them to accept evidence-based recommendations on the communications approaches.
- Knowledge, skills and experience of current campaign and wider communications best practice, particularly using digital tools and evaluating the effectiveness of organic social media activity and paid-for social media advertising.
- Knowledge, skills and experience of documenting and presenting campaign performance and evaluation data in ways that allow non-communication colleagues to clearly understand the impact and value of strategic communications.
- Knowledge, skills and experience of working within a client's brief (challenging and expanding the scope of the brief as necessary) to identify issues and offer appropriate action by means of creative and pragmatic solutions.
- Staff line management experience.
- Experience of costing resources in order to provide accurate and viable solutions which can be delivered within available resources.
- Excellent written and verbal communication skills with ability to adapt style to audience
- Ability to build and maintain constructive relationships with a wider variety of external and internal

stakeholders

- Ability to help internal stakeholders define their communication needs and advise them on most effective messages and channels
- Excellent attention to detail, project management and proof reading skills
- Excellent organisation and ability to balance competing demands
- Ability to work independently and drive forward projects and campaigns using own initiative
- Ability to work constructively with Cabinet members and other councillors

Qualifications

- Educated to degree level – preferable
- Preferably a full member of the Chartered Institute of Public Relations, or the Chartered Institute of Marketing or gained a professional accredited qualification e.g. CIPR, CAM or NCTJ diploma, or have a first degree in a relevant area such as public relations or media

Decision Making

- Deciding the optimum communication approach using the OASIS campaign framework, having assessed available resources, reputational risks and whether the work is a priority in relation to the Council's Communications Strategy and Campaign Plan.
- Deciding the most effective allocation of the lined managed staff resource against communication priorities.

Creativity and Innovation

- Campaign/project planning and development: finding the most creative approach and messaging to engage audiences to achieve the campaign/project objectives.
- Research, recommend and introduce innovative and creative communication tools, approaches and channels, led by audience insight and good practice elsewhere

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • Two/three Communication Executives <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Day-to-day tasks managing campaigns/communications project delivery (e.g. drafting media releases, producing social media content, drafting web copy) 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</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)

- Corporate Management Team, Heads of Service, Cabinet Members and staff across the Council.
- External stakeholders and partners.

Values and Behaviours

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours , this means in our work we are:

Connected: We put Swindon and its people at the heart of everything we do.

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

Resilient: We are forward thinking and work smart

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

Brave: We respect and work together with our colleagues and customers to achieve success

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

Other Key Features of the role

(working environment / emotional / conditions i.e. regular outside work, unpleasant or hazardous conditions, practical demands such as standing, carrying or working in constrained positions, potential verbal abuse and aggression from people, or risk of injury).

- Resilience and adaptability – ability to collaborate effectively with staff at all levels of the organisation and secure timely and constructive contributions to the delivery of communications work.
- 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.
- Willing to proactively develop professional network and seek out new learning and best practice bringing this back to apply in role and share with wider team.
- Some out-of-hours working (e.g. attending meetings and events).

Employee Signature: Phil Avery	Print Name: Phil Avery
Date: 29.06.18	
Line Managers Signature: Sam Mowbray	Print Name: Sam Mowbray
Date: 29.06.18	