



## Role Profile

<b>Job Title:</b> Communications Lead – Campaigns	<b>Role Profile Number:</b> SBC_10975
<b>Grade:</b> Level 10 <b>Salary:</b>	<b>Date Prepared:</b> 12.09.23
<b>Directorate/Group:</b> Enabling Services	<b>Reporting to:</b> Head of Policy, Campaigns & Communications
<b>Structure Chart attached:</b>	No

### Job Purpose

This role is the strategic lead for overseeing the end-to-end planning, delivery and evaluation of campaigns and communications activity to support the delivery of Council services and priorities. You will be a primary point of contact with Corporate Directors, Heads of Service and Cabinet Members to manage, prioritise and advise on requests for both external and internal communications support, as well as being responsible for determining a programme of proactive communications activity. You will develop evidence-based campaign and communication plans drawing on the Government Communication Service OASIS campaign planning framework, line managing a team of Communications Executives and a Senior Designer to deliver these to a consistently high standard. You will manage a wide network of relationships with colleagues across the Council and external partners, to ensure communications work is forward planned. This role requires regularly being able to re-assess priorities in line with unplanned new demands and priorities, re-allocating team resource and pushing back on requests accordingly.

### Key Accountabilities

- Lead and oversee the end-to-end planning, delivery and evaluation of multiple priority campaigns and plans in support of Council service delivery and projects.
- Apply and manage robust project management methods across all internal and external communications output and activity, demonstrating how you are prioritising and using available resources to best effect.
- Provide robust professional communications advice and evidence-based recommendations to colleagues at all levels of the organisation, including senior leaders and Cabinet Members. This includes constructively pushing back where requests for communications support are not a priority or good use of team resource.

- Source, interpret and apply best available research, data and audience insight to develop evidence-based, creative and innovative campaign and communication plans.
- Ensure all campaign/projects are based on the Government Communication Service [OASIS campaign planning framework](#), with SMART communication objectives and an evaluation framework agreed upfront to measure inputs, outputs and outcomes.
- Establish efficient and effective ways to maintain and build working relationships with a wide range of Council colleagues and external partners, to ensure communication activity and joint-working is fully forward planned.
- Represent communications at a range of Council and partners meetings, providing authoritative communications advice on reputational risks and opportunities linked to proposed courses of action.
- Line manage and coach a team of Communication Executives and Senior Designer, agreeing their work priorities, managing their performance and professional development. Continually reassess collective and individual priorities in line with unplanned new demands and priorities.
- Quality assure a wide range of external and internal communication output including media, social media, website content, videos, newsletters, intranet content and publications.
- Proactively introduce continuous improvements to the wider ways of working within the Communications Team, helping to embed strategic communications within the Council and demonstrate how our campaigns and projects are supporting Council priorities.
- Seek and apply best practice from both public sector communications and more widely, to look to continuously improve the effectiveness and impact of Council communications channels and activity.

### **Supplementary Accountabilities**

- Participate in out of hours emergency communications response rota and help build skills and resilience across the team to respond to emergency incidents.

### **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 campaigns, projects and channels from end-to-end across the planning, delivery and evaluation phases.
- Ability to build and maintain a wide range of relationships with colleagues at all levels and external partners including the media.

- Knowledge, skills and experience of providing authoritative communications advice to colleagues at all levels, including Corporate Directors, Heads of Service and Cabinet Members. Able to help others define their communication needs and advise them on most effective messages and channels. Able to constructively challenge others to accept evidence-based recommendations on the best communications approach.
- Knowledge, skills and experience of line managing and developing a team to perform at a high level, delivering a wide portfolio of communications output to a consistently high standard. Able to quality assure, constructively challenge and proactively improve communications output.
- Knowledge, skills and experience of managing internal and external communication channels and output, including video production/editing, writing media releases and producing social media content.
- Ability to adapt to ever-changing needs of the organisation, reprioritising work of the team accordingly and assessing what work should take greatest priority.
- 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 current campaign and wider communications best practice, particularly using digital tools and evaluating the effectiveness of social media activity.
- 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.
- 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.
- 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.
- Continually reassessing and deciding the most effective allocation of team resource against existing and new communication priorities and demands.

**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><b><u>Job Scope</u></b></p> <p><b>Number and types of jobs managed</b> Line management responsibility for:</p> <ul style="list-style-type: none"> <li>• 3-5 Communication Executives</li> <li>• 1 x Senior Designer</li> </ul> <p><b>Typical tasks supervised/allocated to others</b></p> <ul style="list-style-type: none"> <li>• Day-to-day tasks managing campaigns/communications project delivery (e.g. drafting media releases, producing social media content, drafting web copy)</li> </ul>	<p><b>Budget Holder</b></p> <p><b>Responsibility</b></p> <p><b>Asset Responsibility:</b></p>	<p>No</p> <p>.</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.

### **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 colleagues 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, providing comms support to incidents).