



Role Profile

Job Title: Communications Lead – Internal Communications & Engagement	Role Profile Number: MC010
Grade: Q Salary:	Date Prepared: 29.08.20
Directorate/Group: Corporate Resources, Communications	Reporting to: Head of Communications
Structure Chart attached:	No

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.

This role serves as the organisation's strategic lead and source of expertise on engagement and internal communications, supporting the Council's leadership team to develop and maintain connections with our workforce, the communities we serve and our partners. We need to clearly and consistently engage these audiences in the Council's story: our purpose, priorities and ambitions, supporting two-way communications. The post holder provides strategic advice to Directors, Heads of Service and Cabinet Members on the most effective ways to engage internal and external audiences, to progress the Council's priorities whilst mitigating reputational risks.

Key Accountabilities

- To lead and manage the delivery of the Council's internal communications strategy, securing support and involvement from senior leaders and colleagues across the organisation. This has the four enablers of the *Engaging for Success* report at its heart.

- To develop and manage an evaluation framework to measure the impact of delivering the internal communications strategy as well as specific outputs, using this to continually evolve and improve the strategic approach and effectiveness of channels, products and activity.
- To line manage a Communications Executive with a dedicated focus on internal communications and engagement, including managing their performance management and personal development.
- To be responsible for corporate oversight of the intranet, ensuring this has a clearly defined function, maximises the functionality of the platform and there is a sustainable processes in place for how content is managed and updated.
- To advise and secure involvement from HR, Organisational Development, IT, Digital and colleagues across the organisation to support internal communications activity that is demonstrably valued by staff.
- To proactively research, recommend and introduce innovative and creative face-to-face and digital engagement and internal communications tools and approaches, led by audience insight and good practice elsewhere.
- To advise on and support the engagement and staff communication elements of the delivery of the priority campaigns and projects identified in the Council's Communications Strategy and Campaign Plan, to ensure consistency with the external approach.
- To proactively develop effective relationships with senior leaders and establish the visibility of this role across the organisation as the lead and source of expertise on engagement activity and internal communications.
- To represent communications at senior management meetings, identifying and providing early advice on emerging reputational risks and opportunities linked to proposed services changes, Cabinet and Cabinet decisions.
- To identify and lead opportunities to upskill and support line managers across the organisation to develop their communication and engagement skills, based on best practice.
- Proactively keep up to date with engagement and internal communications best practice across the public and private sector.
- 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 communications can make a measurable difference to Council priorities.

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 taking a strategic approach to communications – developing and managing a community engagement and/or internal communications strategy that has made a measurable difference to clearly defined objectives.
- Knowledge, skills and experience of gaining the trust and confidence of senior leaders and staff generally, able to constructively challenge and influence them to accept evidence-based recommendations on the best engagement and internal communications approaches.
- Knowledge, skills and experience of evaluating engagement and internal communications activity, using this to continually evolve and improve the strategic approach.
- Knowledge, skills and experience using digital tools and channels to deliver communications activity, with proven experience of proactively seeking out and introducing new, innovative and creative solutions.
- Knowledge, skills and experience of putting audience insight and feedback at the heart of communications activity, using this to shape content, messaging and channel selection.
- 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.
- Experience of gathering, evaluating and interpreting data and evidence of effectiveness of impact of communication activity.
- Excellent attention to detail, project management and proof reading skills.
- Excellent organisation and ability to balance competing demands.

- Understanding of internal comms channels and communication technologies.
- 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

- Activity/project planning and development: finding the most creative approach and messaging to engage our audiences to achieve the campaign/project objectives.
- Research, recommend and introduce innovative and creative face-to-face and digital engagement and internal communications tools and approaches, 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"> • One Communications Executive <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Day-to-day tasks managing delivery of engagement and internal communications activity (e.g. organising events, drafting staff emails, producing presentations, writing publishing intranet content) 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>N/A</p> <p>Intranet</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, councillors

- Colleagues from HR, IT and Organisational Development, Swindon Programme workstream and project management leads.
- Staff across the organisation.
- 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 organisations 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, find 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).