



**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>	<b>Date Prepared:</b> 08.07.19
<b>Directorate/Group:</b> Corporate Resources/Communications	<b>Reporting to:</b> Communications Lead – Campaigns
<b>Structure Chart attached:</b>	No

### **Job Purpose**

To lead the planning, developing and evaluation of priority campaigns/projects identified in the Council's Communications Strategy and Campaign Plan. 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.

### **Key Accountabilities**

- Develop, deliver and evaluate multiple corporate communications and campaigns grounded in business need or strategic priorities. These must include thorough monitoring, research, risk management and evaluation to ensure they achieve tangible results.
- 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 approached for support work with internal clients to advise on, and agree, communications requirements and outputs based on the OASIS model.
- Coach and oversee the contributions to your work from Communications Executives, providing constructive feedback on their output, taking the audience's perspective and testing materials directly with the intended audience wherever possible.
- 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.
- 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.

### **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.
- Able to navigate and thrive in a complex stakeholder environment to get results.
- Experience of writing and delivering campaign plans based on the GCS 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.
- 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, providing advice and feedback to Communication Executives</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)*

- Communication Team
- Performance, Insight and Intelligence Team
- IT, Customer Services and Web Teams
- Service areas across the Council
- 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**

(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).

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