

Title Head of Communications and Marketing Indicative Band G (Subject to formal evaluation)	Department Chief Executive's	Post Ref.
Job Purpose <p>To provide strategic advice and lead the provision of the Council's Communications, Marketing, Design and Print functions.to meet organisational priorities, improve engagement with local residents, improve satisfaction with the Council and manage the Council's reputation by presenting the Council and Nottinghamshire in a positive light.</p>		
Key Responsibilities <ol style="list-style-type: none"> 1. Provide strategic advice to the Leader of the Council, Corporate Leadership Team, elected members and senior officers on internal and external communications, marketing and reputational management; including influencing and building positive relationships with the media, partners and stakeholders. 2. Lead and manage the Communications and Marketing Group, including delivery and commissioning of services and effective budget management, with particular regard to marketing and engagement, media relations, digital services, document services, graphics, design and print services. 3. Create and ensure effective communication of the organisation's key messages and overall continuity and consistency of the Council's brand and image with key stakeholders. 4. Manage and oversee the development and implementation of the Council's corporate brand internally, externally and in conjunction with other partner agencies. 	Key Accountabilities <ol style="list-style-type: none"> 1. Act as the councils' strategic lead on communications and provision of high quality professional advice to senior officers and politicians to ensure effective communication with residents and key stakeholders, positive promotion and reputational management for the Council. 2. Ensuring high quality communications and marketing campaigns are designed and delivered to meet corporate and operational priorities using a range of channels and media. 3. Leading the development and ensuring effective implementation of longer term communications, marketing and reputation management strategies, plans and policies across the Council. 4. Effective identification and management of reputational risk. 5. Leading reactive media responses in relation to crises or unforeseen events to ensure effective responses to residents and key stakeholders and manage reputational risk. 	

<ul style="list-style-type: none"> 5. Lead the design, delivery and monitoring of the Reputation Management Strategy for the Council and advise operational management on significant media relations, stakeholder and public affairs issues. 6. Design, commission and ensure effective delivery of the Council's communication, reputational management and marketing activities to maximise positive coverage and promote the activities and services of the Council to citizens across the County by a variety of channels. 7. Lead the formulation and ensure effective implementation of the Council's longer term Communications and Marketing plans and strategies in line with the Council's ambition and priorities as set out in the Council Plan and Departmental Strategies. 8. Ensure the development and delivery of specific communication and marketing programmes, campaigns and activities across all channels to inform and engage local residents, improve customer satisfaction and enhance the reputation of the Council with local communities, key partners and stakeholders. 9. Advise, develop and lead the Council's communications response in the light of unforeseen events, negative publicity or crisis to ensure effective communication of the Council's key messages and engagement of key audiences and stakeholders. 10. Lead the management of all proactive and reactive media relations and develop strong working relationships with local and national media contacts. 11. Design and implement effective evaluation methods and approaches to ensure understanding of the impact of communications and marketing activities in supporting delivery of Council priorities and ensuring effective value for money. 12. Provide professional advice and lead the effective design, 	<ul style="list-style-type: none"> 6. Delivering services agreed in the service plan within agreed resources; including targets for improving efficiency and customer satisfaction. 7. Ensure Nottinghamshire residents are fully informed of the Council's vision and priorities and effective promotion of service and organisational priorities and consultation on potential organisational change. 8. Ensure regular feedback is collected, analysed and reported on to measure to customer satisfaction and identify areas for service improvement and to address any reputational issues. 9. Actively promote and enhance the reputation and image of the Council and Nottinghamshire by improving brand awareness within the East Midlands, nationally and internationally. 10. Ensure the effectiveness and adoption of relevant social media techniques into the corporate culture. 11. Engage and work with key partners and key stakeholders to build successful working relationships. 12. Effective leadership of a high performing, multi-disciplinary team to meet targets and deliver corporate and service priorities. 13. Accountable for effective management of all budgets within the Group including delivery of savings and meeting income targets where established. 14. Accountable for managing high level reputational issues, which will involve sharing of information with public, media and a range of external stakeholders.
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<p>delivery, evaluation and implementation of the Council's Budget consultation and resident and community engagement exercises.</p> <p>13. Support the Council's transformation agenda through the formulation of and provision of advice on the delivery of communication programmes across all channels to inform and engage the citizens of the county.</p> <p>14. Lead cross-cutting and change and transformation programmes in relation to the post holder's areas of responsibilities.</p> <p>15. Lead on the development of policies, strategies and service plans relevant to the areas of responsibility; including agreeing key objectives and priorities with Corporate Leadership Team and senior elected members.</p> <p>16. Contribute to the development of the Council's digital channels to provide current, relevant and timely information and online services to the public and staff whilst ensuring that latest digital best practice is followed across all channels.</p> <p>17. Lead responsibility for the Council's document services functions including design and print, graphics, document management and mail distribution ensuring high quality and cost effective delivery of service to meet organisational needs and priorities.</p>	<p>15. Accountable for ensuring all the County Council's internal and external communication activity contributes to the priorities contained within the Council and associated departmental plans and strategies.</p> <p>16. Directly accountable to the Service Director Customers, Governance and Employees and where appropriate to leader of the council, Committee Chairs, Chief Executive and Corporate Leadership Team for all communication activity including marketing, event management and media relations.</p>
<p>The post holder will perform any duty or task that is appropriate for the role described</p>	

Person Specification

Education and Knowledge

1. Educated to degree level in a relevant discipline or equivalent.
2. Membership of a professional body eg, Chartered Institute of Public Relations (CIPR)/Chartered Institute of Marketing (CIM) or other recognised qualification or significant relevant work experience.
3. Evidence of continuous professional development.
4. Understanding of project management principles.
5. Knowledge, understanding and experience of large, complex public service organisations.
6. Detailed knowledge and understanding of the main policies, issues and influences driving local government operations and services.
7. Understanding of the political dynamics at local and national government level.
8. Knowledge and understanding of the current legislation relating to public sector communications and consultation

Experience

14. Minimum of 10 years' experience of service delivery, including resource planning, performance management, people and budget management and effective and efficient delivery in media, communications, public relations or related areas relevant to the role.
15. Significant experience of leading changes in a service delivery environment with responsibility for direction of a service involving the co-ordination and integration of a number of sub functions.
16. Significant experience of developing and implementing successful communication policies and strategies in a high profile, complex, public sector organisation using a range of different channels and tools.
17. A proven track record of designing, leading and delivering large

Personal skills and general competencies

9. Ability to work successfully in a politically sensitive environment including working with political leadership at the highest level and advising/supporting elected members.
10. A high level of personal drive and integrity and an understanding of how their personal leadership style impacts on service outcomes.
11. Strong interpersonal skills enabling the post holder to provide purpose and direction to others in a changing environment to ensure effective engagement with customers, staff and other key stakeholders.
12. Ability to make decisions and solve problems in a changing and complex service environment, involving planning solutions and prioritising personal and service resources
13. Ability to meet agreed broad service objectives and delivery targets through the organisation of human, physical and financial resources.

<p>scale communications and marketing campaigns to a variety of audiences to meet strategic organisational and operational objectives.</p> <p>18. Significant experience of establishing and maintaining effective Working relationships with the media and other key stakeholders.</p> <p>19. Experience of brand and reputational management and development including delivering successful campaigns.</p> <p>20. A proven track record of leading and providing issues management to effectively manage and minimise reputational risk within a large scale public sector organisation.</p> <p>21. Knowledge of website development, social media and digital development.</p> <p>22. Experience of managing projects and programmes of work to bring about service change and successfully achieve objectives.</p> <p>23. Experience of managing budgets, commissioning and procuring services and managing suppliers and contracts to meet organisational and contract requirements.</p> <p>24. Experience of managing and motivating a multidisciplinary team to deliver high quality services and achieve organisational priorities in a context of continuous change.</p>	
<p><i>Role Dimensions</i></p> <ol style="list-style-type: none"> 1. Responsible for the Council's Communications and Marketing functions which include marketing and engagement, media relations, reputation management, digital services, document services, graphics, design and print. 2. The postholder will operate at a strategic level and provide expert advice to the senior officers, Corporate Leadership Team, Leader of the Council and members on all areas of communications, marketing and reputational management. 3. Lead the development and effective implementation of Council policies, strategies and longer term plans in relation to the post holder's areas of responsibilities. 4. Lead the development and ensure effective delivery of proactive communication and marketing campaigns using a range of different tools and media to maintain the reputation of the Council and promote the Council and Nottinghamshire in a positive light. 5. Establish and maintain effective working relationships with key stakeholders on behalf of the Council to ensure the delivery of corporate priorities. 6. Lead on reactive communications to effectively identify and manage reputational risk. 7. Number of staff employed in the group – currently 54 across all areas of service 8. Responsibility for the Council's communications, marketing and document services budgets circa - £2m 9. Number of direct reports – currently 8-10 	

Date January 2019

Tier 4 – Group Manager