

## NOTICE OF MEETING

MEETING	<b>EMPLOYMENT COMMITTEE</b>
DATE:	<b>WEDNESDAY 20 OCTOBER 2010</b>
TIME:	<b>3.30 pm</b>
VENUE:	<b>VIERSEN ROOM - TOWN HALL</b>
CONTACT:	<b>Gemma George</b> <b>Telephone: 01733 452268</b> <b>e-mail address: <a href="mailto:gemma.george@peterborough.gov.uk">gemma.george@peterborough.gov.uk</a></b>
Despatch date:	12 October 2010

### AGENDA

### PAGE NO

1. **Apologies for Absence**
2. **Declarations of Interest**
3. **Exclusion of Press and Public**

In accordance with Standing Orders, Members are asked to determine whether Agenda Item 4 – Interviews for the post of Director of Communications – Peterborough Public Services, which contains exempt information relating to individuals as defined by paragraphs 1, 2 and 3 of Schedule 12A of Part 1 of the Local Government Act 1972 should be exempt and the press and public excluded from the meeting when it is discussed, or whether the public interest in disclosing this information outweighs the public interest in maintaining the exemption.

4. **Interviews for the Post of Director of Communications - Peterborough Public Services** 1 - 8
5. **Conclusion of Business - Formal Record of Time**



There is an induction hearing loop system available in all meeting rooms. Some of the systems are infra-red operated, if you wish to use this system then please contact Gemma George on 01733 452268.

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## **JOB ADVERTISEMENT**

### **DIRECTOR OF COMMUNICATIONS - PETERBOROUGH PUBLIC SERVICES \***

#### **A combination of Peterborough City Council and Peterborough & Stamford Hospitals NHS Foundation Trust**

**Peterborough Area  
£90,000**

**Salary on a range £66,000 -  
subject to experience, plus  
other benefits**

This is a new and innovative role requiring a high calibre individual with a strong combination of skills and experience in managing the communications activity of a large scale and complex public sector organisation. Reporting directly to the Chief Executive of Peterborough City Council but also simultaneously accountable to the Chief Executive of the NHS Foundation Trust the focus of the role is to lead and deliver an effective communications strategy for both organizations. Through a well-established experienced team you will develop and implement communications policies, media and stakeholder relations, internal communications, publications, events and print management. Additionally, you will review and develop reputation and brand management, marketing campaigns and web content communications. You will also be involved in managing third party provider relationships and building strong partnerships across both organisations and in the local community. Candidates will need to have a significant period of experience in managing communications activity at a similar level in either a public or private sector environment. Graduate qualified, you will need a formal public relations or marketing qualification and also bring a high level of analytical and creative thinking as well as leadership to the team and the many challenging aspects of the role. Peterborough City Council is a unitary council serving a population of 170,000 with 5,500 staff and it is an empowering employer with a modern approach to employer relations. Peterborough & Stamford Hospitals NHS Foundation Trust employs 3,500 staff over 5 distinct sites. The role offers a comprehensive range of benefits including a final salary pension scheme and travel within the area will be required in the role.

*\* This job advertisement appeared on the web only and was not published in any traditional print media.*

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**Job Description**

**Department:** Chief Executive

**Division/Section:** Communications

**Job Title:** Director of Communications – Peterborough Public Services

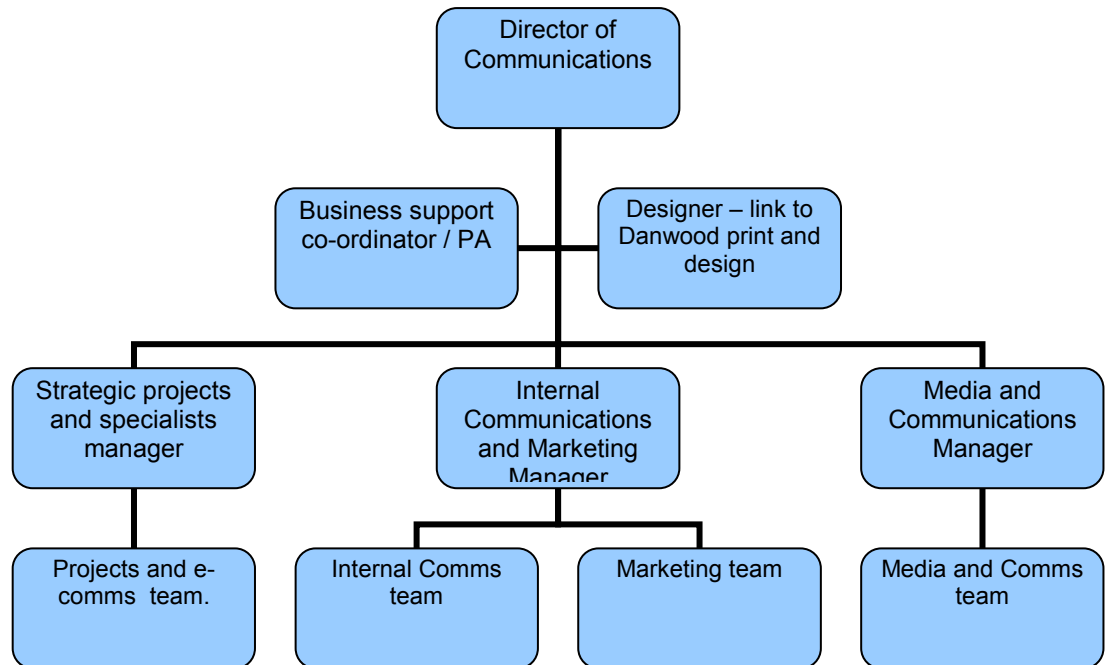
**Post No:** TBC

**Grade:** Head of Service Tier 1 (SMP 11-15)

**Reports to:** Chief Executive

**Organisation Chart:**

Show immediate manager and any jobs reporting to this post.



**CRB Check applicable?** None

**Is post exempt under the Rehabilitation of Offenders Act 1974 in respect of declaration of spent convictions?**

No

**Line Management responsibility for:**

**No. of direct reports:** 5

**No. of indirect reports:** 21

**Size of budget:** £650,000 (activity)

£800,000 (staff budgets)

All to be reviewed

**Job Purpose:** The post holder will be responsible for the direction, implementation and management of the communications function for Peterborough's public services, including Peterborough City Council, and Peterborough and Stamford Hospitals NHS Trust.

This role is central to the enhancement and development of Peterborough's reputation and the reputation of the public sector organisations which operate in and around the city.

The post of publications manager will work across both organisations and, as well as co-ordinating the production of all publications (with writing support from other members of the communications team), will also be responsible for gaining efficiencies from joint publications, work with the media sales officer to generate income from advertising and take a lead on developing the most appropriate publications for Peterborough's public services as a whole.

### **Main Duties and Responsibilities:**

The post holder will manage a co-ordinated team to recommend and implement corporate communications and engagement strategies.

This is a new and innovative role and the successful candidate will require a high level of tenacity, determination and skill.

The director of communications is accountable to the Chief Executive of both organisations, but will report directly to the Chief Executive of the city council.

The director has a responsibility to provide positive leadership to employees, stakeholders and partners, and has a responsibility to contribute to the delivery of corporate and strategic priorities.

- Lead and manage the communications activity of Peterborough's public services, considering individual organisational communications and wider co-ordinated communications for the city
- Advise the senior management teams on marketing, reputation and brand activities providing vision and sound professional and technical direction
- Actively engage, communicate and influence local, regional and national opinion formers and stakeholders
- Build strong partnerships across both organisations and within the local community
- Deliver the vision of Peterborough's public services through the creation of co-ordinated external and internal communication strategies and campaigns
- Achieve full co-ordination of the organisations' communications teams
- Develop co-ordinated consultation and engagement activities and programmes
- Consistently review practice to ensure the delivery of best value for money in communications
- Set the highest professional standards for all communication activity and to continually improve practice through leadership, engagement and training

- The post holder will be actively engaged in the development of policy throughout public services in Peterborough
- Be the specific strategic lead for the development, implementation and review of:
  - communication of policies and plans
  - reputation and brand management
  - media relations (including social media)
  - Internal communications
  - stakeholder relations
  - marketing and campaigns
  - consultation and engagement
  - web and content communication
  - publications
  - event management
  - print and design management
- Manage third party provider relationships with a range of suppliers

**Generic Responsibilities:** To carry out all responsibilities with regard to the Council's Equalities Policy and Procedures and Customer Care Policy.

To comply with all Health & Safety at work requirements as laid down by the employer.

**Flexibility Clause:** Other duties and responsibilities express and implied which arise from the nature and character of the post within the department (or section) mentioned above or in a comparable post in any of the Organisation's other sections or departments.

**Variation Clause:** This is a description of the job as it is constituted at the date shown. It is the practice of this Authority to periodically examine job descriptions, update them and ensure that they relate to the job performed, or to incorporate any proposed changes. This procedure will be conducted by the appropriate manager in consultation with the postholder.

In these circumstances it will be the aim to reach agreement on reasonable changes, but if agreement is not possible the Chief Executive reserves the right to make changes to your job description following consultation.

**DATE:** 10 June 2010      **COMPLETED BY:** Sue Appleby, Interim Director of Communications



## Person Specification

**JOB TITLE:** Director of Communications – Peterborough Public Services  
**POST NO:** TBC

**GRADE:**  
**DEPARTMENT:** Chief Executive

**HOURS:** 37

**DIVISION:** Communications  
**DIRECTOR:** Gillian Beasley

**DATE:** 10 June 2010  
**COMPLETED BY:** Sue Appleby

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• A detailed knowledge and understanding of the main policies, issues and influences driving the reshaping of all public services</li> <li>• A detailed knowledge of the principles and practice of people, performance, risk and service management</li> <li>• In depth knowledge and experience of the communication issues of a large organisation</li> <li>• A good understanding and insight into the workings and political processes of political environments</li> </ul>	
<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"> <li>• Clear vision about the role of communication in public services both internally and externally</li> <li>• Substantial practical experience of working with and influencing the media at local, regional and national level.</li> <li>• A successful history of leading and implementing change in a communication function</li> <li>• Ability to build, lead and contribute to effective teams and relationships to achieve a high level of performance</li> <li>• Ability to be a creative thinker and able to provide workable solutions which add value to communication issues facing the council</li> </ul>	



	<ul style="list-style-type: none"> <li>• Ability to demonstrate a high level of analytical and constructive thinking to cope with the varied and challenging situations required by the role.</li> <li>•</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Previous experience at head of service level or above, with responsibility for a large multi-disciplinary team</li> <li>• At least five years of managing communications activity in a complex public or private sector environment</li> <li>• Experience of developing and managing public consultation and engagement programmes</li> <li>• Evidence of continuous professional, management and leadership development</li> <li>• Considerable experience of managing service delivery, resources, performance and change within a large and diverse organisation</li> <li>• Considerable experience of handling a diverse range of tasks and priorities within a constantly changing and politically sensitive environment</li> </ul>	
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• A formal public relations, marketing or associated qualification</li> <li>• A formal management or business qualification</li> </ul>	
<b>PERSONAL CIRCUMSTANCES</b>	<ul style="list-style-type: none"> <li>• Able to work flexibly to meet the requirements of Peterborough City Council, and Peterborough and Stamford Hospitals NHS Trust.</li> </ul>	
<b>EQUALITY</b>	Candidates must demonstrate understanding of, acceptance and commitment to the principals underlying equal opportunities. (A & I)	
<b>CUSTOMER CARE</b>	Knowledge and understanding of effective customer care (A & I)	

*[ At the end of each criteria the following codes are used to indicate how the criteria will be assessed: (AI) Application / Interview, (P) Presentation, (W) Written Test.]*

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