

## Job Description

**Department:** Chief Executive

**Division/Section:** Communications

**Job Title:** Head of Strategic Communications

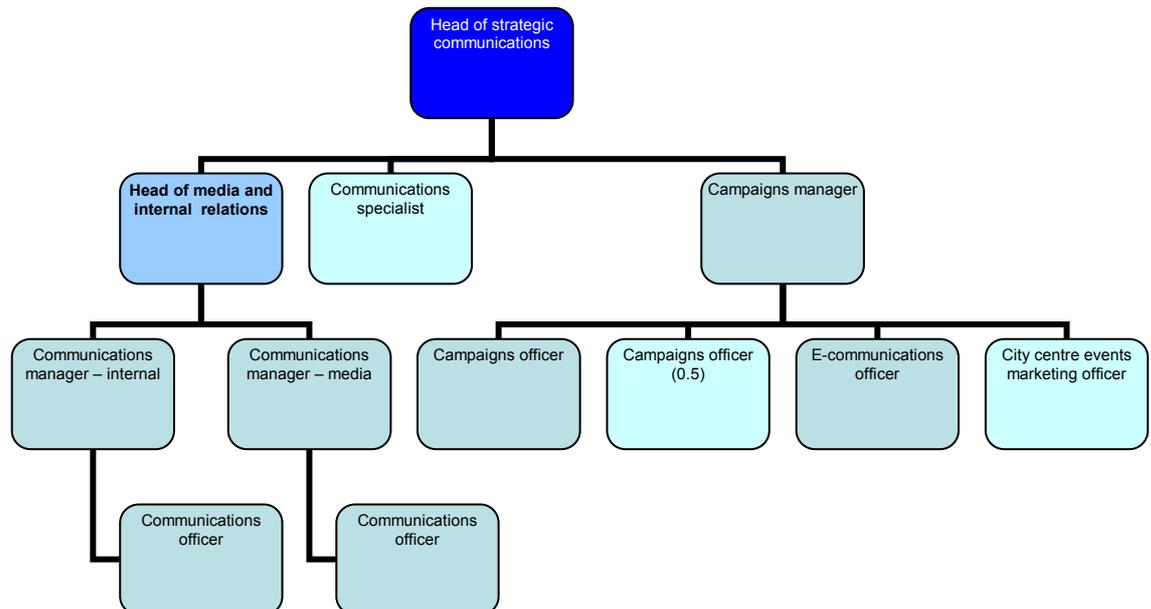
**Post No:**

**Grade:** SMP 1-5 (£55,375 - £72,027) – expected to appoint at c£60k

**Reports to:** Chief Executive

**Organisation Chart:**

Show immediate manager and any jobs reporting to this post.



Does the post involve working in regulated or controlled activity with children or vulnerable adults?  
CRB Check applicable?

Regulated  Controlled  Neither

Standard  Enhanced  None

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

Yes  No

**Line Management responsibility for:**

**No. of direct reports:** 4

**No. of indirect reports:** 8

**Size of budget:** £600,000

**Job Purpose:** To be the council's most senior communications advisor.

To develop and manage a full service communications team within the council, ensuring continuing improvements and analysis of department's effectiveness.

To lead the development of all the council's communications activities and strategies.

Use a high degree of initiative and autonomy to lead, motivate and manage the team to deliver consistently high quality communications.

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

1. Take overall lead responsibility for the management of key communications functions including internal and external communications, public relations, media handling and tracking (including crisis support), web development and corporate event management
2. Hold budgetary responsibility for communications, including income generation
3. Develop and deliver the council's corporate communications strategy and plan, and ensure activity is delivered to the highest possible standards
4. Proactively seek opportunities to promote and raise the profile / improve the reputation of Peterborough and the council at a local, regional and national level
5. Receive complex, sensitive or occasionally contentious information and objectively translate this into a clear, concise and understandable format relevant for stakeholders
6. Advise senior managers on communications issues quickly, accurately and with consideration to individual departmental pressures
7. Take overall responsibility for the effectiveness of the communications team including media profile, public awareness, internal communications, stakeholder management and income generation
8. Lead the head of media to develop a proactive media strategy to promote the council's objectives
9. Ensure the internal communications team delivers consistent, reliable and innovative information to staff, increasing engagement and staff satisfaction
10. Ensure the delivery of successful, measured campaigns which help the council achieve its objectives
11. To regularly and formally evaluate the effectiveness and value for money generated by communications activities

**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.

The council is committed to safeguarding and promoting the welfare of

children and vulnerable adults and expects all staff and volunteers to share this commitment.

**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 Head of Service reserves the right to make changes to your job description following consultation.

**DATE:**

10-01-12

**COMPLETED BY:**

Caroline Parsons

## Person Specification

**JOB TITLE:** Head of Strategic Communications      **POST NO:**

**GRADE:** SMP 1-5 (expected appointment point c£60k)      **DEPARTMENT:** Chief Executive

**HOURS:** F/T 37

**DIVISION:** Communications      **DIRECTOR:** Gillian Beasley, Chief Executive

**DATE:** 25 January 2012      **COMPLETED BY:** Caroline Parsons

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• In depth knowledge of issues affecting local government and the public sector in general (AI&amp;P)</li> <li>• Knowledge of local and national media and wider communications practices including legislation (AI&amp;P)</li> <li>• Knowledge of the full communications mix including latest practice in internal communications, campaigns management and marketing (AI&amp;P)</li> <li>• A strong understanding of public sector reputational issues (AI&amp;P)</li> <li>• A good understanding of the political system at local and national levels (AI&amp;P)</li> </ul>	
<b>SKILLS &amp; ABILITIES</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication and interpersonal skills (W)</li> <li>• Commitment to continuing personal development (AI)</li> <li>• Ability to analyse and interpret complex information accurately (AI&amp;P)</li> <li>• Effective personal impact and influencing skills (AI&amp;P)</li> <li>• Ability to work at both a strategic and tactical level (AI&amp;P)</li> <li>• Ability to use discretion and maintain confidentiality (AI&amp;P)</li> <li>• Ability to meet strict deadlines (AI&amp;P)</li> <li>• Politically astute and able to communicate information in a politically sensitive way (AI&amp;P)</li> <li>• Skilled in team management and motivation (AI&amp;P)</li> </ul>	
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Extensive experience of managing large, multi disciplinary communications teams (AI)</li> <li>• Substantial experience of developing and delivering communications strategies, covering all aspects of communications, which achieve business objectives (AI&amp;P)</li> </ul>	

	<ul style="list-style-type: none"> <li>• Experience of managing a busy communications team, preferably within a local government setting (AI)</li> <li>• Experience of managing a similar sized budget or larger (AI)</li> <li>• Experience of project management (AI)</li> <li>• Experience of managing cost reduction programmes and leading efficiency agendas (AI&amp;P)</li> <li>• Experience of change management (AI&amp;P)</li> </ul>	
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• A degree in communications/ media/ journalism or significant and equivalent experience and training (A)</li> <li>• Professional qualification e.g. CIPR or CIM (A)</li> <li>• Management qualification (A)</li> </ul>	
<b>PERSONAL CIRCUMSTANCES</b>	<ul style="list-style-type: none"> <li>• Able and willing to participate in an on call rota (AI)</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) Writ***

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