

## Job Description & Person Specification

**GL CCA Area:** Resources

**Job Ref Number:**

**Contract:** Permanent

**Grade:** 13

**Politically Sensitive** Yes

**Job Title:** Head of Communications

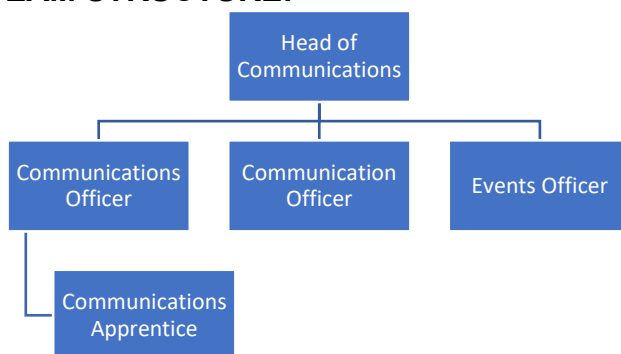
### PURPOSE OF JOB:

This is a critical role within the Greater Lincolnshire Combined County Authority (GLCCA). You'll be leading how we communicate and engage with our stakeholders and partners across the public and private sector, including our 1.1 million residents, 39,000 businesses and 32.2m visitors. You'll be instrumental in improving our reach and impact and ensuring that our messages resonate and are understood.

### You will be required to:

- Ensure the effective operation and performance of the CCA's Communications Team, across press, digital media, consultations, internal comms and external affairs.
- Develop and deliver a robust communications service for the GLCCA
- Ensure continual improvement of the communications service
- Represent the communications function in key tactical meetings with senior stakeholders
- To build effective relationships with the Mayor, GLCCA members, key officers, the media, and news influencers to maximise opportunities for positive coverage and to minimise the impact of negative coverage.
- Provide robust communications advice to the Mayor and senior leadership team, delivering creative solutions to enhance communications and engage audiences
- To achieve exceptional internal communications, ensuring members, officers, and staff feel well informed and listened to.
- To achieve exceptional stakeholder communications, ensuring that key relationships are maintained and are well informed on the activities of the GLCCA
- To work with colleagues across the GLCCA to ensure communications are aligned to our corporate plan and strategies
- Oversee the development of campaigns and events for the GLCCA, working collaboratively with partners as required.

### TEAM STRUCTURE:



<b>MAIN DUTIES:</b>	
1	To work closely with the Director of Resources and senior leadership team, including attendance at key meetings and working in closely with the Mayor and membership of the GLCCA in relation to reputational issues and external affairs.
2	To manage the Communications Team with a sharp focus on performance management, and delivering impactful communications that reach the target audiences.
3	Be a strategic advisor to the Mayor and senior leaders on all communications matters, both within a local and national context.
4	To oversee the production and manage the delivery of proactive communications plans for each work programme and service area, which promote the work of the authority in line with the aims of the corporate plan, strategy or initiative
5	To oversee the planning and delivery of internal communications to members, officers, and wider staff.
6	To oversee the planning and delivery of stakeholder communications, ensuring high levels of awareness and engagement with GLCCA activities
7	To develop appropriate performance metrics for the communications team to prove reach and impact, and make recommendations for how the communications team can work innovatively to improve performance.
8	To work with stakeholders to ensure a joined-up approach to communications, ensuring key messages are delivered and public engagement opportunities are maximised at every opportunity.
9	To work with colleagues to ensure a joined-up approach to demand management in relation to enquiries relating to GLCCA activities across digital channels
10	To build purposeful relationships with the local media and local news influencers to maximise positive coverage and mitigate negative coverage.
11	To build and maintain purposeful relationships with the Mayor, GLCCA members and key officers to ensure the organisation is well informed and able to influence internal and external messaging.
12	To build and maintain purposeful relationships with communications teams in partner agencies and the wider public, private, and third sectors to benefit from best practice, take advantage of shared opportunities, and find delivery efficiencies.
13	To work flexibly to accommodate the needs of the Mayor and the GLCCA, which may include work in evenings and weekends.
14	Manage budgets and resources for the communications team to ensure value for money and secure investment and sponsorship.
This is not a complete statement of all duties and responsibilities of this post. The postholder may be required to perform other duties as directed by their line manager that are commensurate with the level of the post. This document will also be supplemented by key objectives which will be set through the performance and development review process.	

<b>PERSON SPECIFICATION</b>			
Requirements	Where identified*	Essential	Desirable
Extensive experience in a senior communications role,	A I	X	
Proven experience of working within political systems in the public sector			X
Significant experience of undertaking communications activities and planning, along with professional knowledge and practical experience of a communications discipline.	A I	X	
High level of creativity needed to develop innovative communications and events.	A I P	X	
Diplomacy, tact and political judgement.	A I	X	
Effective management and Supervisory skills.	A I	X	
A professional qualification, for example, NCTJ or CIPR.	A	X	
Excellent written, verbal and presentation skills.	A I T P	X	
Excellent IT skills and proven ability to use data and insight to develop impactful communications	A I	X	
Ability to take an accurate brief and advise clients.	A I T P	X	
Ability to work to tight deadlines, prioritise workloads and maintain a high attention to detail.	A I	X	
Ability to work effectively in a team and on own initiative.	A I	X	
Awareness of best practice communications, tools and emerging communications channels	A I P	X	
Understanding of the importance of meeting clear service standards	A I	X	
Understanding of the law relating to copyright	A I	X	

and communications in local government.			
Understanding of the role of communications in local government.	A I	X	
Awareness and understanding of council systems and procedures.	A I		X
Broad understanding of the council's policies.	A I		X

\*A = Application form      T = Test/Assessment      I = Interview      P = Presentation

### GENERAL

The postholder is required to take personal responsibility for contributing to organisational transformation and changes in ways of working, maximising the benefits and efficiencies for both internal and external customers, including the promotion and use of self-service to achieve maximum cost effectiveness.

The postholder is expected to work to the Combined County Authority Core Values and Behaviours and to carry out the duties in accordance with GLCCA policies.

**Other Duties** - The duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties within the general scope of the post. Any such duties should not substantially change the general character of the post. Duties and responsibilities outside of the general scope of this grade of post will be with the consent of the post holder.