

<b>JOB DESCRIPTION &amp; PERSON SPECIFICATION</b>	
<b>Director Area:</b> Information and Commissioning	<b>Job Ref Number:</b> 5041
<b>Service Area:</b> Strategic Communications	<b>Grade:</b> G9
<b>Job Title:</b> Strategic Communications Lead	

**PURPOSE OF JOB:**

Contribute to the delivery of services for area of responsibility. Assist, as appropriate, with:

- Providing an integrated approach to performance management, quality standards and service delivery
- Embedding new ways of thinking and working
- Developing and maintaining strong, positive working relationships with commissioners, their teams/partners and across service areas as appropriate

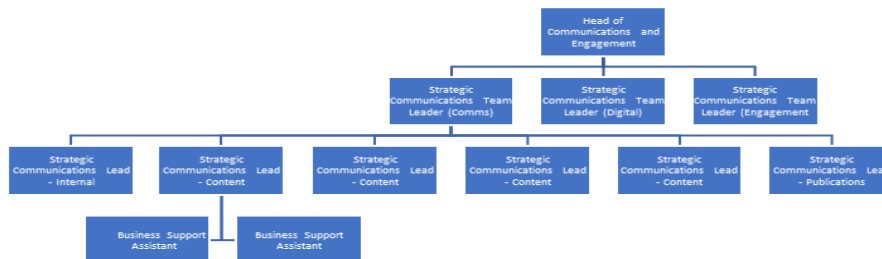
To provide day to day leadership, advice and guidance to the provider team(s) and/or work within own area of responsibility.

Continuously look for synergies and efficiency savings across area of responsibility.

To lead and deliver key strategic communications programmes in liaison with key councillors and officers. To support the council’s external, internal and media communications function in the development and delivery of strategic messages and information to citizens.

To operate flexibly, and at a high level within the council, supporting services in the delivery of their strategic objectives and service plans. To support, protect and enhance the council’s reputation through the delivery of excellent communications.

**TEAM STRUCTURE:**



**MAIN DUTIES:**

The specific accountabilities of this role will be flexible and will change to meet the needs of the organisation as required but will include (or be equivalent in nature to) those listed below:

1	To write integrated communication strategies to support directorates, services, and strategic programmes and partnerships, ensuring that they are in line with the council's Corporate Plan, and other key strategic messages. To assist in the development of media communication strategies and plans on key corporate issues, for and on behalf of Senior Officers and the Executive, ensuring that they are in line with the council's values, Corporate Plan and strategic messages. To write creative, attention-grabbing press releases, media statements and social content to a high standard, using plain English. To monitor and evaluate media coverage. To develop and maintain proactive media stories and social media campaigns.
2	To lead on the development, and implementation of, effective and innovative external and internal communications channels and activities, with special regard to hard-to-reach members of staff and communities of special interest or needs. To monitor and review performance of these communications channels. To encourage effective working relationships with local journalists. To actively develop sound relationships with local editors. To develop a good working knowledge of key national journalists specialising in local government affairs. To have a wide understanding of the themes and issues covered by the key local government press (LGC & MJ).
3	To develop excellent working relationships with Senior Officers, Senior Managers, and Executive Councillors and to offer advice, guidance and support on tactical external and internal communications and the media. To provide tactical advice to Senior Officers and the Executive on the management of difficult issues. To lead and deliver media training to Officers and Councillors
4	To ensure that delivery of communications activities and planning is in line with objectives, targets and appraisals and to continuously improve service performance. To develop an effective crisis management strategy. To lead or manage the media crisis response team as required.
5	To direct, authorise and write content of external and internal corporate publications. To direct and manage the production of publications for services and hard to reach communities in consultation with the Strategic Team Leader. To manage the accuracy, appropriate content and delivery of the news and content pages of relevant websites
6	To work closely with key colleagues in the communications function, and supporting functions, including digital, Democratic Services and HR. To develop strong relationships with key partners, including district colleagues, and the council's key partnerships to ensure the delivery of consistent messages to citizens.
7	To supervise the work, training and professional standards of the Assistant Communication Officer. To coach and mentor junior staff members and oversee the activities of Business Support Officers.
8	<ul style="list-style-type: none"><li>• To lead and manage the development of effective and innovative external and internal and media communications campaigns.</li><li>• To manage high quality external and internal communications events, including roadshows, public meetings and the council's programme of local shows, such as the Lincolnshire Show.</li><li>• To develop effective measurement for, and manage regular monitoring and evaluation of, external and internal communications channels and events.</li><li>• To ensure that diversity standards are met across all external and internal communications channels.</li><li>• To develop, document and maintain the processes associated with this post.</li><li>• In liaison with the Digital Design and Engagement Officer, brief designers, photographers and event co-coordinators as appropriate.</li><li>• To perform such duties as are deemed necessary by the Strategic Communication &amp; Digital Manager and Strategic Communications Team Leader.</li><li>• To prepare reports for council meetings and senior managers when required.</li></ul>

	<ul style="list-style-type: none"> <li>• To maintain and continuously develop professional skills.</li> <li>• To provide regular updates and communications advice and solutions to Directors and Senior Managers through regular presence at DMT meetings.</li> </ul>
9	<ul style="list-style-type: none"> <li>• Providing day to day leadership as appropriate to deliver the agreed priorities, working collaboratively with commissioning teams</li> <li>• Coach/mentor teams/colleagues as appropriate to embed new ways of thinking and working</li> <li>• Maximising the impact of resources and value for money to achieve improved outcomes for the Council</li> <li>• Ensure effective performance management to deliver outcomes in line with service delivery contracts</li> <li>• Provide expert advice and guidance as appropriate for own area of expertise</li> <li>• Deliver a personal portfolio of projects and/or specific work</li> <li>• Demonstration of the Council's Core Abilities (at the relevant level) <ul style="list-style-type: none"> <li>○ Personal Leadership</li> <li>○ Being Future Focused</li> <li>○ Political and Commercial Astuteness</li> <li>○ Supporting a High Performing and Flexible Workforce</li> <li>○ Drive for Results</li> </ul> </li> </ul>
10	Understand and work with the market as appropriate, developing and maintaining relationships with Commissioners, service users, stakeholders, partners and potential providers.
11	Contribute to work with Commissioners/partners to ensure a robust approach to data analysis and forecasting.
12	Contribute to the Council's statutory obligations and where appropriate any national and local performance indicators.
13	Ensure the way in which resources within the area of responsibility are managed reflects the agreed culture and style and standing orders of the County Council.
14	Operate frameworks for Quality Assurance, using agreed appropriate performance standards and review processes with Commissioners, and monitor delivery against commissioned requirements.
15	Ensure Council resources are optimised and utilised effectively and efficiently.
16	Look to continuously improve services in area of responsibility, identifying where possible, value for money savings and managing within allocated budgets
17	Act as a role model to others helping them to manage uncertainty and to respond positively and creatively to changing expectations.
18	Contribute to the development of individuals across the Council coaching, mentoring and motivating staff to achieve performance excellence.
19	As an employee, create a positive image of the County Council
20	Deliver excellent customer service, incorporating the Council's equality and diversity objectives and supporting the council to achieve best practice in all it delivers.
21	Remain up to date and compliant with all relevant legislation, organisational procedures, policies and professional codes of conduct in order to uphold standards of best practice.
22	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.

**PERSON SPECIFICATION**

Requirements	Where identified*	Essential	Desirable
Awareness of the political system in local government.	A I		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 and basic graphic design and video editing skills to develop innovative content.	A T 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, or equivalent experience	A		X
Excellent written, verbal and presentation skills.	A I T P	X	
Excellent IT skills.	A T	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 T P	X	

Understanding of the importance of meeting clear customer service standards	A I	X	
Understanding of the law relating to copyright and communications in local government.	A		X
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 Lincolnshire County Council Core Values and Behaviours and to carry out the duties in accordance with Lincolnshire County Council 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.

**Safeguarding** -. All employees need to be aware of the possible abuse of children and vulnerable adults and if you are concerned you need to follow the Lincolnshire County Council Safeguarding Policy. In addition employees working with children and vulnerable adults have a responsibility to safeguard and promote the welfare of children and vulnerable adults during the course of their work.

**Job Details:**

<b>Job Title</b>	Strategic Communications Lead
<b>Identifier</b>	5041
<b>Director Area</b>	Corporate Services
<b>Service Area</b>	Communications
<b>Score</b>	510
<b>Grade</b>	Grade 9

**Factor Levels:**

<b>Supervision/Management Of People</b>	2.1
<b>Dispersal Awarded</b>	No
<b>Creativity &amp; Innovation</b>	5
<b>Contacts &amp; Relationships</b>	5
<b>Decisions - Discretion</b>	3
<b>Decisions - Consequences</b>	2
<b>Resources</b>	1
<b>Work Demands</b>	4
<b>Physical Demands</b>	1
<b>Working Conditions</b>	1
<b>Work Context</b>	1
<b>Knowledge &amp; Skill</b>	5