

‘STRATEGIC COMMS LEAD - WASTE’ JOB BRIEF

JOB TITLE	Strategic Communications Lead
TEAM	Strategic Communications
DIRECTORATE	Information & Commissioning
WORK BASE	Hybrid
JOB REF NUMBER	5041

This job brief sits alongside the job description for this role.

Key Objective:

THE FOLLOWING TASKS ARE SPECIFIC TO THIS ROLE
<p>To write integrated communication strategies to support Waste Services and the Lincolnshire Waste Partnership (LWP) 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 Waste Services for and on behalf of Senior Officers and Members of the LWP 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 in relation to Waste Services.</p>
<p>With regard to Waste services - 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).</p>
<p>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 LWP, Senior Officers and the Executive on the management of difficult issues.</p>
<p>To ensure that delivery of communications activities and planning is in line with objectives, targets and appraisals and to continuously improve service performance to include but not limited to:</p> <ul style="list-style-type: none"> • Simpler Recycling Changes including the introduction of food waste collections and disposal and flexible plastics collections and disposal • Waste minimisation messaging • Extended Producer Responsibility • Deposit Return Scheme • Reuse activities
<p>To work closely with key colleagues in the communications function, and supporting functions, including digital, Democratic Services and HR across LWP partners. To develop strong relationships with key partners, in particular with LWP partners, and the council’s key partnerships to ensure the delivery of consistent messages to citizens.</p>

THE FOLLOWING TASKS ARE GENERIC AND APPLY TO ALL EMPLOYED IN THE JOB DESCRIPTION

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To lead and deliver media training to Officers and Councillors
To develop an effective crisis management strategy. To lead or manage the media crisis response team as required.
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
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.
<ul style="list-style-type: none"> • 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. • To develop effective measurement for, and manage regular monitoring and evaluation of, external and internal communications channels and events. • To ensure that diversity standards are met across all external and internal communications channels. • To develop, document and maintain the processes associated with this post. • In liaison with the Digital Design and Engagement Officer, brief designers, photographers and event co-coordinators as appropriate. • To perform such duties as are deemed necessary by the Strategic Communication & Digital Manager and Strategic Communications Team Leader. • To prepare reports for council meetings and senior managers when required. • To maintain and continuously develop professional skills. • To provide regular updates and communications advice and solutions to • Directors and Senior Managers through regular presence at relevant management meetings.
<ul style="list-style-type: none"> • Providing day to day leadership as appropriate to deliver the agreed priorities, working collaboratively with commissioning teams with particular emphasis to waste services • Coach/mentor teams/colleagues as appropriate to embed new ways of thinking and working • Maximising the impact of resources and value for money to achieve improved outcomes for the Council • Ensure effective performance management to deliver outcomes in line with service delivery contracts and emerging waste initiatives • Provide expert advice and guidance as appropriate for own area of expertise • Deliver a personal portfolio of projects and/or specific work • Demonstration of the Council's Core Abilities (at the relevant level) <ul style="list-style-type: none"> ○ Personal Leadership ○ Being Future Focused ○ Political and Commercial Astuteness ○ Supporting a High Performing and Flexible Workforce
Drive for Results
Understand and work with the market as appropriate, developing and maintaining relationships with Commissioners, service users, stakeholders, partners and potential providers.
Contribute to work with Commissioners/partners to ensure a robust approach to data analysis and forecasting
Contribute to the Council's statutory obligations and where appropriate any national and local performance indicators.
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.
Operate frameworks for Quality Assurance, using agreed appropriate performance standards and review processes with Commissioners, and monitor delivery against commissioned requirements.

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Ensure Council resources are optimised and utilised effectively and efficiently.
Look to continuously improve services in area of responsibility, identifying where possible, value for money savings and managing within allocated budgets
Act as a role model to others helping them to manage uncertainty and to respond positively and creatively to changing expectations.
Contribute to the development of individuals across the Council coaching, mentoring and motivating staff to achieve performance excellence.
As an employee, create a positive image of the County Council
Deliver excellent customer service, incorporating the Council’s equality and diversity objectives and supporting the council to achieve best practice in all it delivers.
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.
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.