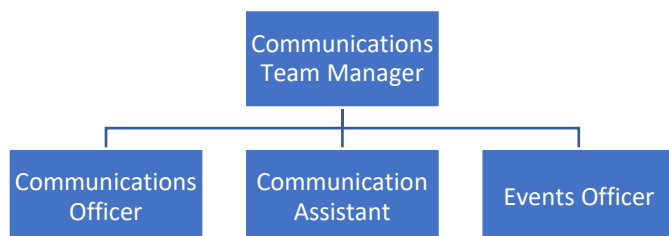


JOB DESCRIPTION & PERSON SPECIFICATION

Director Area: GL CCA	Job Ref Number:
Service Area: Resources	Grade: G11
Job Title: Communications Team Manager	
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. The role is required to: • Manage the Communications Team to effectively develop and deliver a robust communications service for the GLCCA • 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. • Achieve exceptional internal communications, ensuring members, officers, and staff feel well informed and listened to. • Achieve exceptional stakeholder communications, ensuring that key relationships are maintained and are well informed on the activities of the GLCCA • Work with colleagues across the GLCCA to ensure communications are aligned to our corporate plan and strategies	

TEAM STRUCTURE:



MAIN DUTIES:

	We are looking for proven experience in communications, digital and engagement in a complex political and stakeholder environment. The core duties of the role include:
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
2	To manage the Communications Team with a sharp focus on performance management, and delivering impactful communications that reach the target audience
3	To prepare communications plans, proactive and reactive key messages on GLCCA priorities and any reputational issues in conjunction with the corporate leadership team and wider officers within the GLCCA.
4	To oversee the production and manage the delivery of annual 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.

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.

The role is politically restricted under the Local Government and Housing Act 1989 (as amended) and will be based full-time in Greater Lincolnshire, with a requirement to travel.

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 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.	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	A I	X	

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and on own initiative.			
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 and communications in local government.	A I	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