

## JOB DESCRIPTION & PERSON SPECIFICATION

**Director Area:** Corporate

**Job Ref Number:** 03131

**Service Area:** Communications and Engagement

**Grade:** G16

**Job Title:** Head of Communications and Engagement

### PURPOSE OF JOB:

To deliver the strategic communication, digital and engagement service for the organisation. To oversee the shaping, planning, design and delivery of these services within the organisation and ensuring an integrated approach to performance management, quality standards and service delivery.

Continuously look for synergies and efficiency savings across the strategic communications digital, consultation and engagement area of responsibility.

Lead on all reputational and communication, digital and consultation engagement risk issues for the County Council.

Ensure that effective arrangements for strategic communication, digital and engagement are in place across the Council

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 communications, digital channels and consultation and engagement including the promotion and use of self-service to achieve maximum cost effectiveness.

To protect and enhance the council's reputation through the development, management and delivery of the Council's strategic communications strategy.

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 lead and manage the strategic engagement and consultation programmes in liaison with key councillors and officers. To manage the councils internal and external engagement and communications function in the development and delivery of engagement, corporate messages, media and information to citizens.

To ensure the outcomes of engagement and consultation are written into a comprehensive document to help inform service plans and delivery.

To ensure the council's corporate messages are delivered to partners and communities.

To establish and maintain effective working relationships with internal and external partners and communities in order to inform and improve service delivery.

Overall responsibility for all aspects of strategic communications, digital and consultation and engagement to include business continuity planning, policy development, marketing and campaign management involving all aspects of PR, media relations, brand identity, online activity, reputation and relationship management.

To manage the development, organisation, design (look, feel and content) and promotion of the Council's Internet and Intranet sites which promote the services and reputation of the County Council.

Promoting and developing the consistent use of the corporate brand.

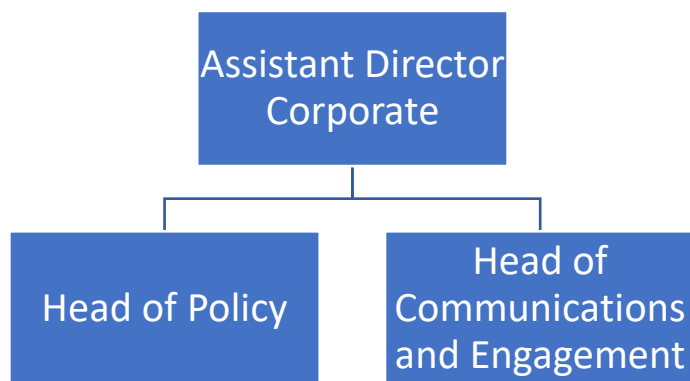
To collaborate with ICT to define strategy, site architecture and navigation, map out user flow and experience, and define high-level interaction

To ensure that all partners, opinion formers and residents are informed fully about the work of the council, its values and its business plans.

To develop and manage a range of communication channels for strategic communication, digital and engagement and ensure that feedback from such channels is fed back into the appropriate part of the organisation.

To ensure that all employees, councillors and managers are informed fully about the work of the council and its values.

#### TEAM STRUCTURE:



#### MAIN DUTIES:

1	<p>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:</p> <ul style="list-style-type: none"><li>• Providing strategic leadership and management to deliver the agreed priorities within communication, digital and engagement strategies, working collaboratively with partners.</li><li>• Maximising the impact of resources and value for money to achieve improved outcomes.</li><li>• A personal portfolio of corporate programmes or projects, such corporate branding, production and distribution of County News, internal communication campaigns, delivery of the council stand at the Lincolnshire Show and county wide communication responses in emergencies.</li><li>• To contribute as part of senior management, giving leadership to the communities Lincolnshire County Council serves, working effectively in partnership with others to develop effective corporate solutions to the challenges the Council faces</li></ul>
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	<ul style="list-style-type: none"> <li>• Demonstration of the Council's Core Abilities at Senior Management 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> <p>To develop comprehensive media strategies that support key council initiatives and programmes, within the overarching corporate strategy ensuring that they are in line with the council's values, business plan and strategic messages.</p>
2	To work with corporate colleagues and other partners to establish effective needs analysis, procurement, contract and performance monitoring arrangements.
3	To provide strategic advice to the Chief Executive, Leader, Corporate Leadership Team (CLT) and the Executive on the management of sensitive and difficult communication, digital and engagement issues. To ensure that the Chief Executive, Leader, CLT and the Executive are aware of, and are fully briefed on council issues appearing in the media. To review and manage current use of resources and communication, digital and engagement plans.
4	Manage the delivery of effective engagement and communication activities by providing expert and robust advice and guidance to officers and councillors; enabling them to fulfil their roles as decision makers and/or community leaders. Manage the monitoring and analysing of information and data relating to engagement activities, ensuring robust and auditable documentation for inclusion in the annual engagement activity review report and for contribution to service improvements with services (ensuring feedback to contributor). Ensure delivery and review of the council's engagement strategy, engagement policy and volunteer engagement policy)
5	To ensure that senior managers and members are appropriately consulted and briefed on council issues appearing in the media.
6	To develop and publish both effective media and communications crisis management strategies and ensure that all senior managers are aware of the strategies. To ensure that all strategic communications officers are effectively trained and prepared to handle media crises at all times.
7	Manage any media crisis and ensure that the team is trained and prepared, and can respond quickly and effectively in delivering the county emergency plan.
8	To manage a team of Strategic Communications, Digital and Engagement leads and officers to a high standard, ensuring that they provide a high-performing, professional and proactive service to the council. To ensure that those officers are effectively trained and developed.
9	To work closely with the Head of Policy to develop a wide understanding of the themes and issues affecting local government covered by national issues and the key local government and national press.
10	To contribute to and/or lead in the development and implementation of service strategies and delivery plans to meet the Council's targets and objectives.
11	To actively develop sound relationships with editors in local newspapers radio and TV newsrooms, and with appropriate professional or trade magazines. To build relationships with the media to ensure optimum coverage for council services and policies.

	<p>To have a good working knowledge of key national journalists specialising in local government affairs.</p> <p>To maintain and develop further good working relationships with key journalists on local government and trade publications.</p>
12	<p>To provide effective media and communications training, advice and support, to key managers and members to enable them to deliver the council's messages.</p> <p>To manage and review the council's principal communication channels for engaging external audiences, ensuring both appropriate content and linkages to the corporate communications strategy.</p> <p>To ensure that such channels are used to maximum benefit.</p> <p>To innovate and drive best practice developments in communicating with the public .</p>
13	<p>To originate and manage external communication campaigns linked to both corporate and service-specific initiatives.</p>
14	<p>To advise Senior Managers, Heads of Service, Assistant Directors and Executive Directors, as appropriate, on the tactics of using external communication to engage key audiences.</p> <p>To give advice to the CLT, all Senior Managers and Members on the appropriate use of marketing techniques to communicate key messages about services.</p> <p>To advise any external facing officers on the tactics of implementing the communication strategy.</p>
15	<p>To develop effective channels that can further enhance the council's reputation.</p> <p>To recommend and develop a programme of opportunities for senior council officers to enhance the council's reputation through a variety of public platforms.</p>
16	<p>To develop a database of, and communications channel for, key opinion formers.</p> <p>To proactively inform opinion formers about key work and performance of the council and positively affect the council's reputation.</p>
17	<p>To edit and keep County News under review to ensure that it is an engaging medium for communicating with external audiences.</p> <p>To ensure consistency of messages and style across all media.</p>
18	<p>To develop robust evaluation methods and to carry out regular evaluations of all communications channels, reporting back to the head of democratic services and communications.</p>
19	<p>To prepare and write reports for council meetings and senior managers when required.</p>
20	<p>To contribute to the establishment and development of effective partnerships that will enable the wider communications team to deliver its objectives.</p>
21	<p>To manage and continuously develop the council's principal communication channels for engaging employees, managers and members, ensuring both appropriate content and linkages to the corporate internal communication strategy.</p> <p>To create motivational messages and internal campaigns.</p> <p>To ensure that these channels are used to maximum benefit and engage all staff in the process of culture change.</p>
22	<p>To develop a comprehensive employee communications plan that supports key council initiatives and programmes, within the overarching corporate strategy for, and on behalf of, CLT and the Executive, ensuring that they are in line with the council's values, business plan and strategic messages.</p>

23	To originate and manage corporate internal communication and engagement campaigns and to offer advice and guidance to service-led campaigns. To ensure that all communications are inclusive and reflect the council's policy on diversity.
24	To manage communications, digital and engagement budgets
25	To introduce innovative employee communications to the council, especially those designed to communicate with hard to reach staff groups. To take a proactive approach to developing best practice communications, including membership of an appropriate professional body.
26	To ensure that the Service is appropriately organised and structured to meet the Council's statutory obligations and where appropriate any national and local performance indicators.
27	To look to continuously improve services in area of responsibility, identifying where possible, value for money savings and managing within allocated budgets.
28	To work with The Executive, the relevant portfolio holder and elected members to assist in the realisation of the Council's vision, aims and objectives and to support the democratic processes of the County.
29	To ensure the way in which resources in the Service are managed reflects the agreed culture and style and standing orders of the County Council
30	As appropriate to take a lead on key countywide activities setting and overseeing strategy, ensuring appropriate processes are in place to enable a consistent approach and effective services and the achievement of targets/objectives.
31	To act as a role model to other managers and staff helping them to manage uncertainty and to respond to positively and creatively to changing expectations.
32	To optimise the resources and infrastructure available to the Council, and ensure they are utilised effectively and efficiently.
33	To contribute to the development of leadership potential and talent across the Council coaching and motivating staff to achieve performance excellence.
34	To create a positive image of the County Council as senior manager.
35	To 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.
36	Will participate in an on call rota to provide cover to deal with emergencies as required. Will answer mobile phone outside of working hours.
37	To perform such other duties as are deemed necessary by the Assistant Director – Corporate.

## PERSON SPECIFICATION

Requirements	Where identified*	Essential	Desirable
The post requires the ability to undertake work of a complex and diverse nature which necessitates knowledge and skills at an advanced level in a number of specialist disciplines including communications, relevant law, finance, management and procedural matters.	A/I	X	
The postholder will be educated to degree level or have equivalent experience and will be an experienced manager, who must demonstrate, through knowledge and experience that they can effectively carry out the duties of the post.	A	X	
Excellent presentation, written and verbal communication skills	A/P	X	
Excellent interpersonal skills	A/I	X	
Excellent understanding of financial systems, budgetary monitoring and systems	A	X	
Effective management of budgets	A	X	
A high level of knowledge and understanding of strategic commissioning processes	A	X	
Demonstrable experience of managing and implementing change	A/I	X	
The ability to quickly establish strong positive relationships across the organisation at all levels, including elected members	A/I	X	
The ability to influence others effectively	A/I	X	
The ability to establish credible relationships across partner and other external organisations that command professional confidence	A/I	X	
The ability to demonstrate effective motivational leadership and vision to staff at all levels including a positive attitude to change in order to develop and maintain services in a constantly changing environment.	A/I	X	
Professional knowledge, such as a degree, (National Council for the Training of Journalists (NCTJ) National Certificate or equivalent experience in a relevant communications field.	A	X	

A minimum of five years' experience in a media or communications environment	A	X	
Excellent writing skills	A/T	X	
Excellent IT skills	A	X	
Good presentation skills	A/T/P	X	
A proactive approach, and an ability to get things done	A/I	X	
Experience of staff management, public relations, media management, marketing and public information.	A/I	X	
Effective time management, an ability to prioritise workloads	A/I	X	
Creative and ability to originate effective, innovative communication solutions	A/I	X	
Excellent verbal skills	A/I	X	
Specialist knowledge of editing and grammar, in particular, experience in the use of plain English and the ability to produce communications and information in different styles to match audience and channel needs	A/T	X	
An understanding of inclusion issues and the council's inclusion policy	A	X	
The ability to support and mentor staff and identify development opportunities	A/I	X	
Advanced levels of political awareness and judgement	A/I	X	
Tact and diplomacy in handling contentious issues	A/I	X	
An understanding of the law concerning communications, copyright, journalism	A	X	
Ability to motivate and lead teams	A/I	X	
A broad understanding of council policies and procedures to ensure sound judgment when making decisions that may affect the council's reputation	A/I	X	
Knowledge of the media and media practices, engagement, consultation and websites	A/I	X	
An understanding of how engagement and communications work with key audiences	A/I	X	
Understanding if the importance of meeting clear customer service standards	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.