

# Job description

Post title: Assistant Director of Communications and Campaigns

Service area: Chief Executive's Delivery Unit

Grade: CO4

Reports to: Chief Executive

Your team: Departmental leads for external communications (media and digital), strategic marketing and communications, internal communications, and print and design.

Number of supervisees: 5 direct reports, circa 40 staff

## Our ambition

We're determined to make Islington more equal. To create a place where everyone, whatever their background, has the opportunity to reach their potential and enjoy a good quality of life.

We also have an ambitious goal – to be the best council in the country – with every employee clear about the part they play and inspired, focused and supported to give their very best.

We want to build an organisation where employees feel valued, inspired and empowered to help us achieve our goals and provide the best services possible to our residents.

## Our values and behaviours

'Be Islington' is about setting a clear challenge about what it means to be an Islington employee and sets the standard for every new recruit.

We ask our employees to 'Be Islington' – playing their part in working together for a more equal borough and to always be collaborative, be ambitious, be resourceful, and be empowering ('CARE').

## Our commitment to challenging inequality

We are committed to tackling inequality, racism and injustice and creating a more equal borough for all. In order to do this, we need to set the example by being a fair employer and creating a workplace environment which is free from discrimination, racism and inequality. Our approach needs to be proactive, consistently learning to create a more equal workplace and foster a culture which empowers all staff to challenge inequality.

Equality is at the heart of what we do. We want to celebrate and embrace our differences by:

- Ensuring our workforce is representative of the people we work on behalf of, our residents
- Creating equitable working environments and diverse teams
- Understanding our residents in order to design and deliver services that help tackle inequality and improve life chances for our residents
- Getting to know people and their differences
- Interpreting issues and concerns from a cultural perspective and address situations or problems from the points-of-view of multiple cultures

# Key responsibilities

## 1. As the lead for Communications and Campaigns across the Council

- Working closely with Executive members, senior colleagues, managers, employees, stakeholders and partners, this role will play a pivotal role in helping the Council to achieve its vision of a more equal future for Islington.
- Leading and delivering the Council's Communications Strategy and Framework, they will ensure that all communications activity is strategic, engaging and consistently of the highest standard, while also feeding into the Council's long-term strategy planning to ensure all communications is integrated into all Council planning.
- Leading a multi-disciplinary team, they will bring the Council's work to create a more equal future to life through insight-led, people-centred strategic communications activity and campaigns, aligned against the key corporate priorities, ensuring these priorities are at the centre of all communications.
- As well as robustly protecting and enhancing the Council's brand and reputation, this role will ensure the Council has positive relationships with the media and is able to proactively engage local, national and broadcast media to tell the positive story of the Council's work.
- This role will play a key corporate role in a crisis or emergency, ensuring a quick and appropriate response to unforeseen events and acting as a member of Gold as required.
- As the lead for engagement across the organisation, this role will ensure that high quality communications reaches and engages Islington residents, partners and community groups, tailoring communications and channels as appropriate. They will play a leadership role in ensuring that residents are able to engage and interact with the Council in ways that work for them – be that through the corporate website, microsites, social media, email or paper based communications and will drive digital engagement and experience at a corporate level. In particular, focusing on how the Council can engage better with hard-to-reach groups.
- Internally, this post holder will ensure all 5,000 staff are kept informed about the Council's work and ambitions and feel inspired to play their part in making Islington more equal. They will play a leadership role in engaging current and potential staff to 'Be Islington', embodying the Council's CARE values in their day to day work.
- They will act as both a champion and leader in driving forward the recommendations in the Challenging Inequality Strategy, working with senior colleagues, Executive members, staff and the community to challenge inequality and drive change both as an individual and through the work of their service.

- They will role model the CARE values in their own work, always working in a way that is collaborative, ambitious, resourceful and empowering and leading a team that constantly strives to do more and to do better.
- The post holder will need to be a strong collaborator and confident leader, able to gain the trust and support of leading Councillors, partners and senior managers, while working directly to the Chief Executive.
- The post holder will work with the Chief Executive to drive positive culture change through effective communication strategies, campaigns and projects.
- They will need to maintain close, positive relationships with key stakeholders including London Councils, LGA, Government, local organisations and public sector partners within Islington.

## **2. As the leadership of the Communications and Campaigns service**

- This post holder will lead and inspire a multi-disciplinary team, empowering all team members to reach their potential and deliver their best in a fast-paced and ever changing environment.
- They will ensure the effective and efficient delivery of high quality services.
- They will lead by example, adopting a creative, solutions-focused approach to overcoming obstacles and challenges, with the tenacity and drive to make things happen.
- They will ensure staff are supported to learn, grow and progress their careers, driving both high performance and a supportive learning environment through regular quality conversations and appraisals.
- They will champion equalities within their own service, taking action to attract and retain a team that reflects the community it serves.
- Working closely with the Chief Executive's Office, they will at all times ensure that the Chief Executive and CMB have the tools and information they need to do their jobs effectively, professionally and to a high standard.

## **Leadership**

As a member of the council's management team, to contribute proactively to the collective leadership for the council, working collaboratively with Members, services across the council, partners and stakeholders to deliver the council's objectives and priorities.

To drive positive cultural change, embodying and promoting the values and behaviours of the council and empowering staff to reach their full potential. Ensure that the performance and development framework is effective for all staff.

To lead on and ensure the effective implementation of corporate initiatives and transformation programmes that cut across the whole or part of the council's activities.

## Resources and Financial management

Ensure effective Financial Management, cost controls and income maximisation in an ever changing environment, fluctuating demands and priorities. Ensure resources are well managed and effectively deployed to the best possible effects assuring value for money in all activities.

## Compliance

Ensure legal, regulatory and policy compliance under GDPR, Health and Safety and in area of your specialism identifying opportunities and risks and escalating where appropriate.

## Budget responsibilities

Circa £2m

## Work style

Flexible/Office-Based/Frontline Role

# Person specification

You should demonstrate on your application form how you meet the essential criteria. Please ensure that you address each of the criteria as this will be assessed to determine your suitability for the post.

## Essential criteria

### Qualifications

Essential criteria	Criteria description	Assessed by
1	Educated to degree level or the equivalent experience, ideally with a relevant professional qualification and evidence of continuing professional development.	Application

### Experience

Essential criteria	Criteria description	Assessed by
2	Substantial experience of leading successful communications and engagement services and developing and implementing strategies, campaigns and projects in a large and complex organisation.	Application/Interview
3	A thorough understanding of local authorities, the political environment in which they operate, and the current issues and key challenges facing them, including knowledge of the various laws and codes governing public relations and communications in the public sector.	Application/Interview
4	Exceptional inter-personal skills, with experience of developing and maintaining positive relationships across a wide range of internal and external stakeholders and of giving clear and balanced professional advice to senior politicians and managers.	Application/Interview
5	Experience of leading on the communications response to sensitive or high profile issues, with the emotional intelligence to make sound, timely decisions and lead confidently through adversity or complexity, robustly protecting the Council's reputation at all times.	Application/Interview

Essential criteria	Criteria description	Assessed by
6	Experience of leading on the communications response to a crisis or emergency situation.	Application/Interview
7	Proven experience of developing and delivering successful internal communications and engagement strategies to support culture change.	Application/Interview
8	Experience of managing a large, diverse and multi-discipline service, with the ability to empower, inspire and motivate others to 'Be Islington', giving their best in a challenging and fast-changing environment.	Application/Interview
9	Experience of working confidently and collaboratively to contribute to the corporate direction and management of an organisation. Experience of contributing to the development of corporate strategies, goals and priorities.	Application/Interview

## Skills

Essential criteria	Criteria description	Assessed by
10	Outstanding communications skills, both oral and written, with high levels of sensitivity and judgement and the ability to influence outcomes effectively through persuasive argument.	Application/Interview
11	Excellent organisational, project management, performance management and financial management skills with a methodical approach to ensuring high standards and value for money.	Application/Interview
12	Personal commitment to the council's Challenging Inequality programme, with the tenacity to drive change and champion diversity, ensuring at all times that communications activity is inclusive and accessible.	Application/Interview

## Special requirements of the post

Essential criteria	Criteria description	Assessed by
13	This post is designated as politically restricted	N/A

# Our accreditations

Our accreditations include: the Healthy Workplace award, Timewise, London Living Wage Employer, Disability Confident Committed, The Mayor's Good Work Standard, Stonewall Diversity Champion, and Time to Change.

