

## Role Profile

<b>Job Title:</b>	<b>Assistant Director – Communications &amp; Public Relations</b>	<b>Grade:</b> <b>CB3</b>	<b>Spinal column point range:</b>  426-429 (£88,152-£92979)
<b>Department:</b>	<b>Strategy and Engagement</b>	<b>Post no:</b>	
<b>Directorate:</b>	<b>Chief Executive’s Office</b>	<b>Location:</b>	<b>Perceval House</b>

<b>Role reports to:</b>	<b>Director of Strategy &amp; Engagement</b>
<b>Direct Reports:</b>	Media & Communications Manager, Corporate Communications Manager, West London Film Office Manager, Change Communications Business Partner
<b>Indirect Reports:</b>	C 20

*This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the council and the requirements of the job.*

### JOB DESCRIPTION

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the possible requirement to obtain a Disclosure and Barring Service (DBS) check.

#### PURPOSE OF ROLE:

- To lead work with Cabinet and SLT to agree the organisational communications narrative, strategy and the annual communications priorities aligned to the strategy.
- To lead the multi-functional communications team to provide high quality, accurate and engaging content to facilitate delivery of the organisation’s objectives and build trust and confidence in the council.
- To lead work to promote and protect the council’s reputation with key stakeholders including residents, businesses, partners and government to influence and support delivery of the council’s goals.
- To maintain and develop the council’s communication platforms to ensure that they are effective, inclusive and accessible to residents and business and align with the council’s strategies for customer access and digital provision.

- To ensure a programme of engaging employee communications to build awareness and buy in to the organisations vision, values and objectives.

**KEY ACCOUNTABILITIES:**

- To lead development of the council's corporate communication narrative and strategy working with Cabinet, Strategic Leadership Team (SLT) and other stakeholders to support delivery of the council's priorities.
- To lead development and delivery of an annual programme of communications activities aligned to organisational priorities to be agreed by Cabinet and SLT.
- To ensure that all council communications activity is informative and engaging and supports the goal of building trust and confidence in the council amongst residents, businesses and other stakeholders.
- To champion user needs and develop the council's communications channels so that remain relevant in a digital first world and enable engagement with the broad range of residents and stakeholders the council seeks to work with.
- To advocate for communities and ensure that all council communications activity is inclusive, accessible and demonstrates cultural competence for the diverse communities that live and work in Ealing. Through targeted work use communications and engagement activity to help tackle inequalities.
- To lead work to raise the profile of the council's work and the awareness of key issues relevant to achieving the council's vision and to influence stakeholders including central government, regional government, MPs and other decision makers to deliver that vision.
- To lead work to manage the council's reputation and profile with key stakeholders, locally, regionally and nationally.
- Ensure that the council's corporate website and other digital channels provides high quality, accessible content and support delivery of the council's communications, customer and digital strategy objectives.
- To ensure that the planning of council communications activity is informed by high quality audience insight and evaluated using clear frameworks.
- To ensure arrangements are in place to meet current income targets and innovate to grow income to the council through appropriate use of advertising and other commercial activity linked to council channels.
- Ensure a planned programme of employee communications aligned to strategic priorities and informed by the needs of the council's organisational development strategy to help to raise staff awareness and engagement with the organisations vision, values and priorities.

- Ensure governance arrangements for sign off and issue of all council communications to ensure accuracy and compliance of all council with the Publicity Code for Local Government.
- To lead development and commissioning of a training and development programme that provides communications team members with the skills needed to deliver high quality communications activity.
- Lead proactive and reactive work to promote and protect the council's reputation to build trust and confidence. Ensure effective arrangements for out of hours media and emergency management response communications.
- Oversee the work of the in-house West London Film Office team to facilitate the requirements of film crews looking to shoot in Ealing and market council owned locations to ensure income generation.
- Work independently with Cabinet Members, EDT and SLT level leads as required providing trusted and respected advice.
- Support elected member visibility and confidence by providing regular briefings as required to Cabinet, portfolio holders, Overview and Scrutiny and other forums as necessary.
- To deputise for the Director of Strategy & Engagement and other senior staff as required.
- Attend meetings out of office hours as required.
- To carry out other duties as required to deliver the requirements of the role.

**KEY PERFORMANCE INDICATORS:**

- Resident perception (survey)
- Staff perception (survey)
- Campaign evaluations against KPIs
- Performance against agreed website, email and social media metrics
- Delivery of key milestones and financial targets for the programme overall
- Successful delivery (time, budget and outcome) of projects for which the postholder is playing a leading role.
- Management of negative reputational issues
- 360 Feedback from key leads and stakeholders.
- Effective management of agreed budget
- Staff management and performance

**KEY RELATIONSHIPS (INTERNAL AND EXTERNAL):**

- Cabinet and members

- SLT, Ealing Directors Group and Leadership Forum
- Strategy and engagement colleagues
- Services
- Managers and Staff in the Council
- West London Alliance – support staff and member boroughs
- External providers/consultancies
- Local Government, policy and innovation networks and employer bodies
- Partners who constitute the LSP
- Government departments, GLA

**AUTHORITY LEVEL (PEOPLE, POLICY, FINANCIAL):**

- Manage the communications team c 20 FTE
- Manage the communications revenue budget c £1m
- Manage the communications income requirements – c £500K gross
- Lead development of the communications strategy and annual action plan
- Contribute to development of organisational strategy eg Council Plan, customer, digital, engagement
- Agree statements on behalf of the council for issue to media and stakeholders
- Representing the Strategy and Engagement Department in dealings with services, Members, partners and stakeholders
- Lead projects including responsibility for delivery to time, budget and benefits

## Person Specification

**ESSENTIAL KNOWLEDGE, SKILLS & ABILITIES**

1. Strong knowledge and understanding of local government, the pressures on it, and implications for the council and partners\*
2. Highly developed understanding of the modern communications landscape and opportunities for the council to communicate and engage directly with residents.
3. Excellent media management skills to both promote and secure coverage in support of the council's priorities and manage reputational issues.
4. Excellent analytical skills to enable effective audience segmentation, planning and analysis of communications activity.
5. Strong understanding of public affairs and opportunities for the council to promote its work and influence decision making in support of its objectives
6. First class communication and interpersonal skills, and the ability to build personal credibility quickly with a variety of stakeholders.
7. High political awareness and ability to support politicians
8. Highly personally resilient with the ability to react calmly under pressure
9. Good project programme management skills and ability to use these to drive delivery of projects to time and budget .

10. Strong leadership skills, including the ability to identify, own and overcome complex obstacles to the delivery of projects.
11. Excellent staff management and development skills including the ability to develop staff capabilities.
12. Strong understanding of equality issues and personal commitment to equality and inclusion and to tackling inequality

**ESSENTIAL QUALIFICATION(S), EXPERIENCE AND REGISTRATION  
(e.g. HCPC)**

- 1) Extensive experience leading multi-disciplinary public sector communications teams to deliver effective communications.
- 2) Track record of successfully managing high profile communications issues or campaigns to deliver impact
- 3) Substantial experience working in a political environment and providing trusted advice to politicians on communications issues.
- 4) Evidence of continuous professional development.

## Values & Behaviours

Improving Lives for Residents	Trustworthy	Collaborative	Innovative	Accountable
<ul style="list-style-type: none"> <li>• Is passionate about making Ealing a better place</li> <li>• Can see and appreciate things from a resident point of view</li> <li>• Understands what people want and need</li> <li>• Encourages change to tackle underlying causes or issues</li> </ul>	<ul style="list-style-type: none"> <li>• Does what they say they'll do on time</li> <li>• Is open and honest</li> <li>• Treats all people fairly</li> </ul>	<ul style="list-style-type: none"> <li>• Ambitious and confident in leading partnerships</li> <li>• Offers to share knowledge and ideas</li> <li>• Challenges constructively and respectfully listens to feedback</li> <li>• Overcomes barriers to develop our outcomes for residents</li> </ul>	<ul style="list-style-type: none"> <li>• Tries out ways to do things better, faster and for less cost</li> <li>• Brings in ideas from outside to improve performance</li> <li>• Takes calculated risks to improve outcomes</li> <li>• Learns from mistakes and failures</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages all stakeholders to participate in decision making</li> <li>• Makes things happen</li> <li>• Acts on feedback to improve performance</li> <li>• Works to high standards</li> </ul>