**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:**  Head of Communications Wandsworth | **Grade**:  MG3 |
| **Section:**  Chief Executive - Policy, Communications and Sustainability. | **Directorate:**  Chief Executive’s Group |
| **Responsible to following manager**  Assistant Director – Policy, Communications and Sustainability. | **Responsible for following staff:**  Chief Press Officer,  Public Relations Manager,  Nine Elms Marketing and Communications Manager  Housing Communications Officer  Digital Communications Officer\*  Cost of Living Communications Manager\*  Health/Waste Communications Officer (part-time)\*  \* provided via a contract with external communications agency  Budget responsibility: £0.5m |
| **Post Number/s:RWC0197** | **Last review date:**  November 2022 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations. The Shared Staffing Arrangement aims to be at the forefront of innovation in local government and the organisation will invest in the development of its staff and ensure the opportunities for progression that only a large organisation can provide.

Whilst this role is employed under the Shared Staffing Arrangement it is a Wandsworth focussed role and will manage and deliver communications just for Wandsworth Council.

**Job Purpose**

* To lead and set the communication strategy for Wandsworth Council
* To provide strategic leadership, direction, management and control of the Council’s communications service and lead on the development and delivery of the Council’s communications strategy.
* To ensure that the Council’s communications approach is innovative and inclusive and leads to increased awareness from residents and stakeholders of the work of the Council and the support they can access.
* To work directly with the Chief Executive and Directors and across their services to ensure high quality, innovative communications are delivered which enable residents, businesses and partners to engage with the Council.
* To be the principal strategic adviser to the Chief Executive, the Leader, Cabinet and the Council on all aspects of communications
* 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 be responsible for leading a team of communications professionals who:
  + deliver an excellent strategic and collaborative service that supports the delivery of the Corporate Strategy through the development and delivery of insight-driven, impactful campaigns aligned to the Council’s priorities;
  + makes effective use of a range of social media and other digital channels to engage with residents, particularly those who traditionally do not engage with Council communications; and
  + look to innovate and continuously improve the service in order to deliver impactful, inclusive strategic communications

**Specific Duties and Responsibilities**

* To lead development of the Council’s corporate communication narrative and

strategy working with the Chief Executive, Directors, the Leader, the Cabinet and other stakeholders to support delivery of the Council’s priorities.

* To lead the development, delivery and evaluation of an annual programme of communications activities aligned to the Council’s priorities, to be agreed by Cabinet and Directors’ Board.
* To ensure that all council communications activity is informative, engaging and reflects innovative, best practice and supports the goal of building awareness, engagement, 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 whilst ensuring that a wide range of communications approaches are implemented to ensure that all council communications activity is inclusive and accessible.

* 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.
* To ensure that the planning of Council communications activity is informed by

high quality audience insight and evaluated using clear frameworks.

* Work closely with Directorates to ensure the development and delivery of specific communication and marketing programmes, campaigns and activities across all channels which inform and engage local residents, businesses and stakeholders.
* To have overall responsibility for the effectiveness, value for money and continuous improvement of all communications functions including media relations, marketing, social media, internal communications and design and brand.
* To deliver effective and efficient communications and support in partnership with Borough and London Resilience partners in line with the Council’s emergency plan; to be responsible for all aspects of communications in times of an emergency.
* Take personal responsibility for the management of communications of high profile issues, crises and matters of high sensitivity.
* Provide strategic, operational and motivational leadership of the Wandsworth Communications Team, providing a visible presence to the workforce and senior leadership, and leading and supporting the team to deliver high quality communications and develop and deliver effective targeted communications plans and campaigns.
* Provide effective management of staff, including recruitment, training, development and appropriate application of policies and codes of practice on staffing matters and ensure that the operating model of the team delivers high quality services.
* Ensure that the communications’ service is efficient and effective and meets agreed service objectives and budgets.
* 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.
* Ensure compliance with the Code of recommended practice on local authority publicity, GDPR, all other relevant legal requirements and that the Council’s brand guidelines are adhered to.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems.
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
* To understand both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.

**Location**

The post holder will be based in Wandsworth Town Hall. Whilst flexible and agile working is available, the nature of this role inevitably requires a high level of in-office visibility. Candidates should expect that evening meetings and other commitments outside of usual working hours will be part of this role.

Under current legislation this post is classified as “politically restricted”

**Person Specification**

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| **Responsible to following manager**  Assistant Director – Policy, Communications and Sustainability. | **Responsible for following staff:**  As above |
| **Post Number/s: RWC0197** | **Last review date:**  November 2022 |

**Our Values and Behaviours**

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

**Being open.** This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

**Being supportive.** This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

**Being positive.** Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

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| **Person Specification Requirements** | | | | **Assessed by**  **A/I/T/C**  **(see below for explanation)** |
| **Knowledge** | **Essential** | **Desirable** | **Assessed** | |
| In depth and up to date knowledge of the communication challenges facing local authorities and public bodies. | **X** |  | **A & I** | |
| Up to date knowledge of the latest communications channels, evaluation techniques as well as the traditional, broadcast and social media environments. | **X** |  | **A & I** | |
| Highly developed understanding of the modern communications landscape and opportunities for the council to communicate and engage directly with residents | **X** |  | **A & I** | |
| Strong understanding of public affairs and opportunities for the council to promote its work and influence decision making in support of its objectives | **X** |  | **A & I** | |
| **Experience** | **Essential** | **Desirable** | **Assessed** | |
| Extensive experience leading multi-disciplinary public sector communications teams to deliver effective communications. | **X** |  | **A & I** | |
| Track record of successfully managing high profile communications issues or campaigns to deliver impact | **X** |  | **A & I** | |
| Substantial experience working in a political environment and providing trusted advice to politicians on communications issues | **X** |  | **A & I** | |
| Substantial experience of successfully developing and implementing communications strategies to deliver agreed organisational outcomes | **X** |  | **A & I** | |
| Substantial experience of devising, leading and delivering communications initiatives and insight-driven, impactful campaigns. | **X** |  | **A & I** | |
| **Skills** | **Essential** | **Desirable** | **Assessed** | |
| Exceptional communication skills – able to speak confidently, persuasively and articulately and to write clearly and effectively for a range of audiences and formats (from a social media post to a council committee report) on a range of issues | **X** |  | **A & I** | |
| Highly organised, able to prioritise and handle change, and to lead a team to work calmly and effectively under pressure and to meet deadlines | **X** |  | **A & I** | |
| Excellent media management skills to both promote and secure coverage in support of the council’s priorities and manage reputational issues. | **X** |  | **A & I** | |
| Excellent analytical skills to enable effective audience segmentation,  planning and analysis of communications activity. | **X** |  | **A & I** | |
| First class communication and interpersonal skills, and the ability to build personal credibility quickly with a variety of stakeholders. | **X** |  | **A & I** | |
| Excellent staff management and development skills including the ability to develop staff capabilities. | **X** |  | **A & I** | |
| **Qualifications** | **Essential** | **Desirable** | **Assessed** | |
| A professional qualification in marketing, communications or public relations. AND/OR Membership of a professional organisation eg CIPR, CIM. | **X** |  | **C** | |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**