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| Job Description | | |  | |
| **Job Title:** Chief Marketing Officer | **Division**:  Marketing and Communications | | |
| Directorate:  Chief Executive Office | **Post Number:** | **Evaluation Number:**  LBN 450 | |
| **Grade:**  SMR-E | **Date last updated:**  May 2022 | | |

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| **Equality and diversity** |
| We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work. |
| **Protecting our staff and services** |
| Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.  **Corporate parent**  Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017. |

**Overall Job Purpose**

The Chief Marketing Officer will be the Council’s senior officer for Marketing, branding, Communications, Policy, Public Affairs, Resident Engagement, and Citizens Assemblies (named People Powered Places). They will provide strategic leadership and accountability for Council’s communications and policy areas, overseeing the provision of strategic communications advice to the Council, to elected members and officers; and work strategically to develop, maximise and take advantage of opportunities to project Newham as a vibrant place to live and work.

The Chief Marketing Officer will collaborate with CMT colleagues to ‘Build a Fairer Newham’, delivering the Council’s ambitions and corporate plan. The post holder will drive Newham’s strategic goals, delivering for the people of Newham and ensuring financial sustainability.

The Chief Marketing Officer will lead on delivering the Campaigning council ambition of Building a Fairer Newham mission working to change the views of the government and other organisations on issues and matters important to Newham Borough and Council. They will support the Mayor and the Chief Executive in designing the Council’s future vision and direction through the construction and development of the Newham narrative, brand and style and create understanding and maintain support between the Council and its key audiences and stakeholders. They will be responsible for ensuring both in-house and commissioned services are high-quality, well supported and provide value for money.

**Role context**

1. Reporting directly to the Chief Executive, the Chief Marketing Officer will be leading the Council’s ambitious agenda and Corporate Plan through the provision of high quality, value-adding, coherent and timely strategic marketing, communications and policy advice to the Chief Executive, and the Corporate Management Team so they are able in turn, to provide advice to the Mayor, Cabinet Overview and Scrutiny and all Members.
2. The Chief Marketing Officer will report directly to the Chief Executive and provide key strategic support.
3. The Chief Marketing Officer will collaborate with the council’s leadership team to lead a whole Council approach to ensuring that opportunities are maximised, systemic challenges are tackled and the Council ‘gets stuff done’ to deliver the best possible services for the residents of Newham.
4. The post holder will have oversight and responsibility for all aspects of Communications, Policy, Public Affairs, Resident Engagement, and People Powered Places working together to maximise and take advantage of opportunities to project Newham as a vibrant place to live and work.
5. This post includes budget responsibility for all in-house and commissioned services relating to their portfolio areas including marketing, communications and resident engagement. The Chief Marketing Officer will drive efficiencies, increase value for money and deliver savings where required. The post holder is the custodian of all brand material and execution.

1. The Chief Marketing Officer will be the creative lead on Newham’s campaigns, marketing and external affairs. They will develop innovative, thought provoking campaigns to deliver Newham’s ambitions.
2. This post holder will play a leading role in establishing, developing and maintaining strategic relationships with partners, external agencies and other senior management to achieve the Council’s objectives and delivery of the Corporate Plan and Build a Fairer Newham priorities.
3. This post holder will be part of the corporate leadership team and will be responsible for taking collective decision making and accountability for all aspects of the running of the Council, including ensuring financial sustainability, fulfilment of statutory obligations and delivering on the Mayor’s democratic agenda.
4. The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and all elected Members, and external bodies.
5. The post holder will participate in the Councils emergency arrangements as an on call member of the strategic or tactical response team at the appropriate level

**Accountabilities – Chief Marketing Officer**

1. To work directly to the Chief Executive, providing responsibility and accountability for all aspects of transformation and change portfolio within the council.
2. To support the Chief Executive with key priorities, including representing the Chief Executive where appropriate.
3. To work in collaboration with the Chief Transformation Officer and the Chief Digital Officer to deliver a joined-up, corporate approach to change and delivering Council priorities.
4. To act as a member of the Corporate Management Team, taking shared responsibility for the overall running of the Council.
5. To advise the Mayor, Cabinet, Overview and Scrutiny, all Members, the Chief Executive and the Corporate Management Team on corporate strategy, policy, resident engagement and scrutiny.
6. To develop the Council’s marketing and communications capability, including its approaches to campaigns, branding and narrative development across all channels.
7. To lead functions and teams that provide strategic advice to senior officers and members and to ensure the effective integration of policy, research, equality and diversity and social integration objectives for Newham.
8. To lead a policy and research function and programme that meets the expectations of the Mayor, Cabinet, Overview and Scrutiny and the Corporate Management Team, and effectively supports the council’s service planning process to deliver the Corporate Plan.
9. To lead the development and operation of a first class marketing. communications and external affairs function that provides professional expertise and strategic advice and guidance to the Mayor, Members, the Chief Executive and senior officers.
10. To effectively support the overall strategy of the Council and the delivery of the Corporate Plan and Recovery & Reorientation Strategy through marketing, communication, resident engagement and external affairs.
11. To lead the Council’s overall approach to partnership working and development of our strategic partnership framework. Lead and manage the Council’s relationship with Newham’s voluntary sector and will ensure that the council’s Voluntary and Community Sector (VCS) Team delivers against the council’s corporate priorities,
12. To develop that the council’s Policy & Communications and capacity to deliver priorities, working to directorate strategies and plans, now and in the future.
13. To ensure the Council’s commitment to embrace Co-Production principles to Build a Fairer Newham by fully engaging residents in the development of ideas, strategies and policies as well as the co-design, Co-Production, and joint decision making approach is implemented throughout the Council following the professional leadership of and models developed by the Resident Engagement division.
14. To lead the delivery of an ambitious People Powered Places and participatory budgeting programme,
15. To be strategically responsible for the Council’s Participation Framework (and ambition to be a centre of excellence and best practice around participatory practice).

**Tasks and Accountabilities (all Corporate Directors):**

Tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

**Strategy**

* To direct and keep under review service strategy and development plans in order to ensure that the Council fulfils its duties and delivers the agreed aims and outcomes for the service areas within your portfolio.
* To direct in partnership with internal colleagues and external stakeholders an integrated strategy for a holistic and cross cutting approach to the delivery of those outcomes.
* To work creatively to develop ways of sharing good and innovative practice at a local and national level.
* To contribute fully to the development and implementation of corporate strategies and the Council’s vision and to lead and ensure the implementation of specific corporate projects.
* To actively develop and promote the Council’s vision and core values through strategic leadership to ensure they are delivered throughout the organisation.

**Service quality**

* To lead and provide the strategic vision, in conjunction with the local community and other partners to ensure that the Council is at the forefront of developing responsive and improving services.
* To develop appropriate service quality measures, targets and outcomes for accountable assessment. To build effective partnerships and communication strategies in order to harness effectively the public, private, voluntary sector and community resources that can help to deliver the Council’s vision. To be the Council’s lead representative in a number of partnerships. To promote a positive public image of the Council.
* To provide high level strategic direction and policy advice to the Chief Executive, Corporate Management team, the Mayor, Cabinet, Members and Full Council.

**Performance**

* To lead and direct the services within your portfolio in order to ensure that they deliver effective and efficient services, that they set and achieve high standards of performance, that they provide best value and that the overall budgets are properly managed and controlled.
* To provide the Council, Cabinet, Scrutiny and Overview and other council bodies as required with appropriate reports and professional advice to enable them to discharge their functions in an effective and efficient way.
* Lead, direct and performance manage specific services, building a valued, confident, developed, empowered and innovative workforce.
* Lead, direct and ensure an effective internal control system that is respected and adhered to.

**Resource Management**

* To lead and direct an effective service management team.
* To ensure that staff are organised, managed and motivated to deliver high quality and cost effective services.
* To plan and keep under review the service budget strategies within your portfolio to control the budgets within it and ensure accountability.

**Leadership and Culture**

* To lead cultural and organisational changes that are needed in order to ensure the services play their full part in achieving the Council’s vision.
* Drive through cultural, organisational improvement in customer and community focus, performance, productivity, budget, managerial efficiency and workforce changes to deliver improved outcomes for the people of Newham.

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| **Personal Specification**   |  |  |  | | --- | --- | --- | | **Job Title:**  Chief Marketing Officer | **Service Area:**  Marketing and Communications | | | **Directorate:**  Chief Executive | **Post Number:** | **Evaluation Number:**  LBN 450 | | **Grade:**  SMR-E | **Date:**  May 2022 | | |  |
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| |  | | --- | | **IMPORTANT INFORMATION FOR APPLICANTS** | | The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible. |  |  | | --- | | **EQUALITY AND DIVERSITY** | | We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work. | | **PROTECTING OUR STAFF AND SERVICES** | | Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately. | |  |

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| **CRITERIA** | **METHOD OF ASSESSMENT** |
| **QUALIFICATIONS:**  Educated to degree level or equivalent level of work experience at a senior level relevant to the field.  Evidence of continuing professional/management development. | Application form/Certificate  Application form/Certificate |

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| **KNOWLEDGE/EXPERIENCE:**  Understanding, appreciation and working within the political context and environment at a senior level.  Comprehensive knowledge of issues/challenges for the function, nationally/regionally and locally.  Track record of developing and leading an organisation-wide marketing, communications and external affairs function that successfully improves outcomes  Experience of creating and executing an organisational wide communications strategy, innovative campaigns and plans that successfully change perceptions  Significant effective partnership working at a senior level both internally and externally.  Demonstrable experience of working in collaboration with peers at a senior level to deliver joined-up approaches to delivering organisational priorities.  Significant experience of managing high value multimillion budgets, driving efficiency and value for money.  Experience of managing a broad range of commissioned services, contractors and third party suppliers; and driving improvements to both in-house and commissioned services | Application form/ Interview  Application form / Interview  Application form / Interview  Application form / Interview  Application form / Interview  Application form / Interview  Application form / Interview  Application form / Interview |
| **SKILLS AND ABILITIES:**  Excellent stakeholder management and leadership skills.  Ability to problem solve, and relate everyday practice issues to the wider strategic context.  Ability to plan and work towards a long term strategic vision and translate that vision into reality.  Ability to lead, mentor and coach others, including the ability to constructively challenge.  Ability to motivate and lead others to deliver complex change and transformation across digital, data and technology services.  Ability to operate with sound political judgement and navigate complex challenges.  Ability to influence and advocate for innovation, investment and improvement.  Ability to develop and shape corporate policies and change programmes to deliver tangible service improvements.  A strong focus on delivering better outcomes to residents and staff, and delivering measurable benefits.  Ability to listen and respond sensitively to the needs of the community and service around the needs of residents.  Ability to build effective and productive working relationships with colleagues, and collaborate at a senior level.  Ability to manage, lead and motivate staff and foster their development.  Ability to develop and influence high performing collaborative teams, including across organisations  Ability to establish a rapport, credibility with staff and external partners and other professional groups  Ability to assess a situation and take calculated risks based on learning and experience to achieve longer term service improvements  The ability to analyse, understand and interpret complex issues and to present meaningfully to a wide range of stakeholders.  The ability to encourage innovation, creativity and new ways of working to ensure the authority is capable of achieving large-scale efficiencies.  The ability to challenge the status quo and look for new and better ways of delivering the authority’s business.  The ability to take account of the broader perspective and understand interdependencies. | Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview  Application/Interview |
| **OTHER SPECIAL REQUIREMENTS**  Willingness and ability to work occasional evenings and weekends to align with democratic decision making processes and maintain service delivery.  **Politically Restricted Post**  The Local Government & Housing Act 1989 imposes restrictions on political activities for certain categories of local government employees. In accordance with this legislation, this post is politically restricted and as such the post holder must refrain from being a candidate for election, an election agent or sub agent, an officer of a political party, or subcommittee of such a party or canvass, speak to the public at large, publish written or artistic work or display posters in support of a political party or sub group of such a party. | Application/Interview  Application/Interview |