

Head of Campaigns

JOB DESCRIPTION

POST TITLE: Head of Campaigns

GRADE: 14

DEPARTMENT: Strategy and Communities

REPORTS TO: Director, Communications, Engagement and Change

PURPOSE OF THE JOB

- Responsible for services that lead on the delivery of the council's approach to narrative communication campaigns on priority areas in the 2030 strategy and council delivery plan, and the delivery of behaviour change campaigns to support specific change priorities and build council reputation and satisfaction.
- Working as part of a collaborative team to ensure that campaign and behaviour change methodologies are effectively utilised as part of the council's approach to media, public affairs, campaigns and behaviour change.
- To adopt a positive and proactive approach to council campaigns and behaviour change.

PRINCIPAL ACCOUNTABILITIES

1. Support the Director with leading and managing the strategic and operational activities of the Campaigns and Behaviour Change teams to ensure successful delivery of the council's communications services.
2. Work with the Director, Communications, Engagement and Change and the wider team to create an annual integrated campaign plan and resultant individual campaign plans that deliver the council's strategic priorities.

3. Take lead responsibility for the planning and management of multidisciplinary communications and behaviour change campaigns on key council priorities.
4. Lead and co-deliver all campaign activity, monitoring progress and adjusting plans as required to maximise impact through effective use of data insights, high quality creative content and optimal campaign planning and management.
5. Gather and analyse appropriate qualitative and quantitative data to devise and deliver high quality campaigns in partnership with council services, partners and communities
6. Develop best practice campaign and behaviour change processes and techniques utilising ethical data and marketing standards.
7. Manage and take responsibility for council wide corporate projects, and work with the Head of Communications - Media and Publications and teams across the Strategy and Communities departments to help ensure that campaigns and behaviour change opportunities are identified and maximised in terms of positive impact for the council and residents.
8. Manage the Campaigns and Behaviour Change budget, supporting the Director with budgetary oversight of other council departmental communications activity where necessary to ensure a consistent, council wide approach to delivery.
9. Enhance the impact of the Campaigns and Behaviour Change team by ensuring that services within the remit of the post are delivered effectively and efficiently; and handling all resources in ways which maximises value-for-money and achieves service efficacy.
10. Have an outward focus to delivery, including acting as a senior ambassador for the Council and proactively ensure that the work of the service is well communicated both internally and externally at both a senior and operational level.
11. Oversee the implementation and delivery of projects, programmes and strategies across the service and ensure the development of the service is informed by future practice within its specialisms.
12. Plan the recruitment, ongoing training and development of the staff resource within the team.
13. Provide leadership, motivation and the positive management of performance for the team developing a culture of team performance improvement, and accountability.
14. As a leader and senior manager model behaviours that demonstrate an active commitment to stand against all forms of discrimination and racism in the work place and work to make Southwark more equal and just.

JOB CONTEXT

Southwark Council provides services to a diverse community of in excess of 300,000 people, in inner London. A dynamic and vibrant part of London, Southwark has challenges in terms of having areas of economic deprivation and social inequality alongside areas of large scale physical, social and economic growth that has over the last quarter of a century revitalised significant parts of the borough.

The Council, in addition to being an organisation delivering a wide variety of services, many via its own 4,500 strong workforce utilising an annual revenue spend of over £300m, is also the largest landlord for social housing in London and one of the largest in the country.

The aim of the Council is to provide high quality, accessible, cost effective services to all sections of the community, seeking to help each resident be able to realise their own potential, and seek to make Southwark as a place more equal, challenging within society all forms of discrimination and racism.

To achieve its aims the Council needs to communicate effectively with a wider variety of audiences on the work and plans of the Council for the community: this includes not only those who live and work in Southwark as a place but strategic partners, including the Mayor's office, GLA, the health service, business and commerce and central government to name a few.

The Leader and Cabinet form the political, strategic and civic leadership of the Council holding accountability to the electorate of Southwark for delivery of effective and efficient Councils services (including statutory services); allied with delivery of the majority groups political programme objectives for the benefit of the population of the borough.

To support the Councils objectives and service delivery the Council needs to develop a framework of policy to provide structure and direction for the organisation. This will cover the whole spectrum of Council work, and will need be flexible enough to allow for review, revision and creation of new policy as required.

To achieve delivery of the Council's plans there is a need to develop a borough plan, Southwark 2030, which sets out the longer-term commitments for the place to the people of Southwark. The Council also produces a delivery plan, which seeks to set clear deliverable objectives and the work the Council will need to undertake to achieve the objectives.

Southwark 2030 and the Council Delivery Plan need to be informed by and inform multidisciplinary communications and behaviour change campaigns on key council priorities, supported by annual integrated campaign plan and resultant individual campaign plans that deliver the council's strategic priorities. This needs to be done in a manner that maximises the use of quality data analysis, supported by a research-led approach to planning and ensures all sectors of the community can engage and participate.

Grade/Conditions of Service

This post has been assigned a grade of 14.

This job description was written at a specific time and is subject to change as the requirements of the council and the role develop. The postholder may be assigned responsibilities that are not stated in the job description.

Working hours are a minimum of 36 hours per week. The postholder is expected to work the hours necessary to get the job done. Hours are in accordance with the requirements of the service and the postholder may be expected, on a regular basis, to work outside of the council's core hours. This will include attendance at evening meetings as required by the council's committee schedule.

This post is considered politically restricted under the terms of the Local Government and Housing Act 1989 (as amended) as a 'specified role'.

Employment is subject to a probationary period of twenty six weeks from the postholder's start date with Southwark Council, during which time the postholder will be required to demonstrate to the council's satisfaction their suitability for this post.

PERSON SPECIFICATION

The person specification describes the knowledge, experience and skills required to carry out this role.

Key: S Shortlisting criteria

I Evaluated at interview

Knowledge, including qualifications	How assessed
Experience of leading/managing a campaigns and/ or behaviour change service ideally within a complex politically led organisation	S I
Knowledge of the local government sector or equivalent and how this relates to communications and media management strategy and delivery	S I

Experience	How assessed
Experience of using behavioural science to create both communications and on-the-ground interventions which help change people's behaviours.	S I
Experience of overseeing a team to deliver multiple high impact campaigns simultaneously.	S I
Experience of strategic planning and successful project and budget management in a medium to large organisation, ideally in the public sector.	S I
Track record of delivering successful public facing campaigns activity in a local government or equivalent context.	S I
Evidence of success in effectively influencing behaviour change via social marketing techniques.	S I
Experience of working in cross-organisational teams and coalitions to affect change via communications and behaviour change campaigns.	S I

Experience (cont'd)	How assessed
Experience of utilising a range of data and research methodologies to target campaign activity and prove outcomes.	S I
Experience of working in with a broad coalition of partners, including the community, to affect behaviour change.	S I
Experience of leading and managing a team, coaching junior colleagues and ensuring high performance standards.	S I

Aptitude, skills and competencies	How assessed
A proven track record of influencing strategic decision makers with outstanding communication abilities.	S I
Proactive approach to problem solving and generating ideas to influence programmes and policy.	S I
Able to lead and manage a multidisciplinary team of professionals applying sound performance management principles to achieve outcomes.	S I
Excellent written, oral and influencing skills, with the ability to give clear advice on procedural issues.	S I
Politically adept, with the ability to exercise discretion, judgement and confidentiality when dealing with politicians and officers at every level acting with courtesy, tact and sensitivity.	I
Models behaviours that demonstrate an active commitment to stand against all forms of discrimination and racism in the work place and work to make Southwark more equal and just.	I