

Director, Communications, Engagement and Change

JOB DESCRIPTION

POST TITLE: Director, Communications, Engagement and Change

GRADE: G18

DIRECTORATE: Strategy and Communities

REPORTS TO: Assistant Chief Executive – Strategy and Communities

PURPOSE OF THE JOB

- As a member of the council's senior management team, to work collaboratively with elected members, the Chief Executive and senior officers to achieve the priorities and commitments in the Council Delivery Plan and any associated council-wide strategies and plans.
- To lead a portfolio of services including communications, behaviour change and campaigns, community involvement and service design, engagement, strategy, change and emergency planning and resilience.
- To be the professional lead on the development and implementation of communications strategy and reputation disciplines to support the council priorities and objectives.
- To be the senior strategic adviser to the Leader, Chief Executive and the Council on all aspects of strategic communications and media strategy and management.
- Working closely with the Assistant Director Strategy and Co-Design, the role will design behaviour change interventions to support community change and realign community relationships to deliver the 2030 strategy and council transformation priorities.

PRINCIPAL ACCOUNTABILITIES

1. As the council's Director, Communications, Engagement and Change, to ensure that all relevant statutory and professional requirements are met.
2. To advise the Leader, Cabinet and all elected members, the Chief Executive and senior officers on all matters related to strategic communications and planning.
3. To be the senior adviser to the Leader, Cabinet, all elected members, the Chief Executive and senior officers on the council's approach to community involvement, public affairs strategy and delivery of behaviour change campaigns to build council reputation and satisfaction.
4. To lead a respected, advisory and support service which empowers and enables service areas to communicate effectively and works alongside services to design and realign community and resident-led change.
5. To lead a team of communications professionals, strategy, community involvement and behaviour change leaders that deliver excellent strategic and collaborative services that:
 - a) supports the delivery of the Southwark 2030 strategy and Council Delivery Plan through development and delivery of insight-driven, impactful campaign planning aligned to the local priorities
 - b) continuously improves the council's reputation and influence at a local, regional and national level
 - c) makes optimal use of a range of social media and other digital channels and innovation
 - d) utilises expert insight, data and behavioural approaches to prove impact of work
 - e) leads borough wide community change, realigns community relationships and supports organisational transformation and change
 - f) positively and proactively supports and celebrates Southwark communities and staff
 - g) constantly innovates and measures the impact of communications activity
6. To be responsible for establishing and managing relationships with strategic communications leads with key strategic partners bodies across the borough and the local government sector in London and nationally. This will be especially in regards to delivery of effective communications in times of emergency - the role will also have lead responsibility for the corporate wide emergency planning and resilience service.
7. To develop long-term strategies and policies for all services, functions and matters within the remit of the Director, Communications, Engagement and Change.

8. To ensure the effectiveness, availability and resident and community focus of all services within Communications, Engagement and Change.
9. To collaborate with internal and external partners and stakeholders to develop integrated, co-ordinated approaches to communications strategy, service design and behaviour change delivery that has positive impact on residents, including the development of strategic plans and innovative solutions.
10. To lead the delivery of programmes, projects and services that have strategic and long-term consequences for the council and Southwark residents.
11. To develop a service plan to meet council and borough wide priorities, ensure the development and delivery of continuous improvements and value for money in all aspects of the service and ensure compliance with all internal and external standards.
12. Ensure the successful implementation of health and safety legislation, policies and practices, risk management and take responsibility for the business continuity of service delivery.
13. Manage the budget of the communications, engagement and change service and take the lead responsibility for financial management of the team, planning budgets, challenging spend and creating efficiencies.
14. Plan the recruitment, ongoing training and development of the staff resource within the team and where appropriate wider, related departmental resources with and on behalf of the Assistant Chief Executive, Strategy and Communities.
15. To deputise, as appropriate, for the Assistant Chief Executive, Strategy and Communities.
16. Provide leadership, motivation and the positive management of performance for the team developing a culture of team performance improvement, and accountability.
17. To model the behaviours required of all staff and demonstrate commitment to the council's values.
18. To observe and fulfil the seven principles of public life (also known as the Nolan Principles)

JOB CONTEXT

Place 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 Council 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 Council's objectives and service delivery the Council needs to develop a framework of policy to provide structure and direction for the organisation. 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 behaviour change interventions to support community change and realign community relationships to deliver the strategy and council transformation priorities. This, alongside an impactful, clear and effective communications strategy and plan, will be critical to the successful delivery of local priorities.

Organisational Context

As a member of the council's senior management team, the postholder will work collaboratively with colleagues and elected members to implement the council's overall programme of service delivery, including the achievement of priorities and commitments in the Council Delivery Plan and any associated council-wide strategies and plans.

The postholder will lead the design and delivery of programmes, projects and services that have a significant long term impact on the council and Southwark residents and businesses. This work will involve the development of innovative strategies, solutions and partnerships that enable the postholder to secure high quality outcomes and best use of resources.

The postholder will work across the council in a collaborative and collegiate way to join up portfolios, departments and services and ensure the council is more than the sum of its parts.

The postholder will demonstrate highly visible leadership to a diverse workforce in the region of 5,000 employees.

Structural arrangements

The postholder will report to the council's Assistant Chief Executive – Strategy and Communities and be a member of the senior management team (also known as the council's Director's Forum).

The postholder will have line management responsibility for a departmental management team and overall responsibility for all employees within Communications, Engagement and Change. The number and type of staff groups within the department may vary, but will generally comprise professional, technical and support staff. The postholder will lead and shape this workforce to achieve organisational objectives.

Financial responsibilities

The postholder will manage, control and influence complex budgets of significant value across the services for which it is responsible.

Contacts

The postholder will have regular contact with elected members, the Chief Executive and other senior officers. The postholder will use expert knowledge and skills to provide advice and negotiate independently while guiding others in how to achieve service and organisational outcomes.

The postholder will be responsible for representing the council to partners, contractors and stakeholders, including government departments and agencies.

Grade/Conditions of Service

This post has been assigned a grade of 18.

Conditions of service are governed by the Joint Negotiating Committee (JNC) for Chief Officers as amended by Southwark Council.

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
Degree or equivalent professional qualification or experience	S
Evidence of continued professional, managerial and personal development	S I
In depth knowledge of the local government sector or equivalent and how this relates to strategic communications planning and delivery and community involvement and engagement and behaviour change practice	S I

Experience	How assessed
A track record of achievement at a senior management level with senior level experience of leading a communications service ideally within a complex, politically led setting	S I
Experience of providing advice, including strategic communication and reputation management advice, to leaders of a large, complex public sector organisation	S I
Significant experience of developing and delivering communications policies and strategy which have a provable impact in a high profile organisation.	S I
Significant experience of planning and leading communications strategy, public affairs and reputation management and / or behaviour change practice in a medium to large organisation, ideally in the public sector.	S I

Experience (cont'd)	How assessed
Experience of managing multiple high-profile projects, programmes, and budgets, meeting tight deadlines and adapting effectively to changing priorities	S I
Experience of collaborative strategy or policy development with think tanks and/or campaigning organisations	S I
Experience of leading, motivating and inspiring diverse groups of employees	S I
Experience of developing and maintaining a strong performance culture that supports continuous improvement and a relentless focus on meeting the expectations and/or needs of residents and service users	S I
A track record of successful resource management, including delivery of cost-effective, quality services within constrained resources	S I

Aptitude, skills and competencies	How assessed
Passion for and commitment to public service delivery and local democracy	S I
Commitment to Southwark Council's values and our ambition to become an ever more inclusive, anti-racist organisation	S I
Ability to work collaboratively as a member of the senior management team to deliver cross-council strategies, plans and goals	S I
Ability to think and act strategically, identify and understand linkages within and beyond organisational boundaries, and set clear direction and priorities	S I
Ability to establish strong, positive relationships across and beyond the organisation, including having strong political acumen and building and maintaining personal and professional credibility with elected members, partners and stakeholders, and peers	S I

Aptitude, skills and competencies (cont'd)	How assessed
Ability to build and sustain effective relationships with a wide range of external bodies including local and national media, central government departments and agencies, and other relevant regional and national organisations alongside good relationship management with local residents and community groups.	S I
Ability to communicate with authority and influence to a diverse range of audiences, presenting information, advice and recommendations in a clear and convincing way	S I
Ability to think laterally and develop innovative, creative solutions to complex and challenging problems	S I