

Generic Role Profile: Strategic Leadership Level C - Head of Service/Senior Professional Lead III



Role Purpose, Context and Scope:

- Accountable for leading and managing specific Council services at a tactical delivery level, providing professional expertise, leading on a complex programme or the commissioning of services for the Council.
- Horizon scanning 1-3 years; emerging practices and seek out the latest thinking and innovation within their service.
- Work with Councillors to implement the strategic aims and objectives of the Service.
- Provide strong leadership management and guidance regarding the allocation of resources, risk management, change management and behaviours within a specific service area.
- To role model the values and behaviours of the organisation so your teams can see and hear, and learn from you.
- Manage and develop the workforce within their service area.

Indicative Accountabilities:

- To have robust, affordable operation plans in place to deliver the Corporate Plan on time and to budget.
- Create and build effective relationships internally and externally with key stakeholders and instil in direct reports the imperative for accountability, responsibility and collaboration with others, for example: Councillors, other Boroughs, the communities we serve and partners.
- Work collaboratively across all service areas with other senior managers (including those from partner organisations and agencies) in order to deliver services, generate efficiencies and create synergies wherever possible.
- Lead, manage and develop staff so that they are capable of and motivated to achieve the corporate and service aims and objectives.
- Drive significant cultural change through the corporate infrastructure in order to drive service excellence.
- Be accountable for associated budget and have affordable plans in place to deliver the Medium Term Financial Plan.
- The service area you manage is compliant and performance management is monitored, and remedial action is taken promptly and at pace.
- Lead and manage robust, safe and resilient services that deliver in challenging times, including maintaining accurate risk registers, business continuity plans and information asset records.
- Be an ambassador for Haringey.

Example Job Titles at Level C:

- Head of Service
- Programme Manager
- Service Lead/ Professional Expert/Commissioner

Indicative Performance Measures:

- Specific measures from Medium Term Financial Plan.
- Achievement of Council's Corporate Priorities.
- Achievement of Workforce Plan targets.
- Support as required external assessments e.g. Ofsted, Peer Review.

Indicative Dimensions:

- Work involves management of specific service areas or specific programmes or providing professional expertise or commissioning of services with some integration with external partners.
- Generally has a direct responsibility for the financial management of specific service area.
- Jobs at this level operate with some discretion over resource allocation. Decisions taken are consistent with Council policies and procedures. There is managerial control exercised through the review of results.
- Can deliver in a political environment.

Leadership Qualities:

- Achieving Ambitious Outcomes** – Takes responsibility for the delivery agenda; planning activities and for achieving results. Typically looks 12 months ahead.
- Service Excellence** – Consistently strives to achieve the best for the community and residents. Focuses on quality in everything. Has a positive and dynamic approach.
- Thinks Differently** – Handles complex information. Comes up with a range of ideas and proposes well thought out solutions.
- Visible Leadership** – Leads service confidently; builds and supports teams. Understands the skills and capabilities of the team, provides feedback and encourages development.
- Work in Partnership; One Council** - Understands the value of working together. Looks to build relationships, share information and collaborate on important issues, to achieve better results.
- Open Communication** - Open, friendly, clear and confident. Adapts the way they communicate and can make an impact, influencing others and building support. Listens carefully to others to understand different views.

Haringey Values:

- Lives, and can articulate for others, our values:
 - Caring
 - Collaborative
 - Community-focused
 - Courageous
 - Creative

Indicative Knowledge, Qualifications, Skills and Experience:

- Deep and detailed knowledge of principles and practices gained through extensive experience and development in a specific field.
- Degree level or equivalent qualification plus relevant experience.
- Membership of appropriate professional body by examination e.g. CIPFA, RICS or evidence of continuing professional development (CPD).
- Excellent communication skills.
- Ability to work with high level internal and external stakeholders.
- Ability to manage complex service delivery within a challenging and political environment.
- Understands the commercial context of the service they provide.
- Ability to exercise initiative and good judgement in delivering service and Council aims and objectives.

Job Specific Profile

Job Title and Service Area:
<p>Job title: Head of Communications, Policy and Engagement</p> <p>Directorate: Culture, Strategy & Engagement</p> <p>Service Area: Strategy, Communications & Collaboration</p> <p>Grade: HC2</p> <p>Job evaluation ref: SM149</p> <p>Date JD written: 18/10/2024</p>
Role Purpose:
<p>To develop and lead a high performing, comprehensive, trusted and influential Communications, Policy and Engagement function to help meet the Council's priorities and ambitions.</p> <p>To act as lead advisor, providing high quality advice to senior officers and elected members on the full range of matters within the areas of responsibility.</p> <p>To act as a deputy to the Assistant Director as required.</p>
Main Responsibilities (in addition to indicative accountabilities on generic profile):
<ol style="list-style-type: none"> 1. To lead on the development and delivery of a multi-faceted communications strategy across campaigns, digital, media, PR, design, internal communications and resident participation/engagement. 2. To be responsible for the management of the council's reputation through both proactive and reactive communications approaches. 3. To be responsible for the effective branding and visual identity of the Council in all its communications activity, ensuring high quality, consistency and accessibility. 4. To act as an adviser and provide strategic support to the Council's Senior Leadership and to elected Members across issues relating to communications, policy and engagement. 5. Lead on the Council's ambitions in relation to resident engagement and behaviour change. 6. To lead on the generation of significant income via a range of communications related activities including advertising. 7. To oversee the development of corporate policies and strategies; setting the agenda through horizon scanning and thought leadership. 8. To lead the development and implementation of the council's participation agenda – in line with the Haringey Deal. 9. Ensure public consultations deliver best practice standards; with a particular focus on ensuring that those whose voices are least often heard are at the centre of policy development and decision making.
Knowledge, Qualifications, Skills and Experience (in addition to those on generic profile):
<ul style="list-style-type: none"> • A passion for Haringey and a commitment to working in a way that is consistent with the Haringey Deal. • Substantial experience of working in a communications leadership role in a large organisation including the development and delivery of multi-channel campaigns across the full range of digital and non-digital channels. • Substantial experience of working with and providing advice to senior leaders including elected representatives. • Experience of developing high quality and influential public policy and strategy. • A genuine commitment to engaging residents, communities and partners in our work with a focus on those who are too often overlooked.

- Experience of generating income through relevant activities, for instance sponsorship or advertising.
- A clear commitment to EDI and an understanding of the public sector equality duty.
- Demonstrate an excellent understanding of the challenges, opportunities and risks which local authorities currently experience.
- Significant experience of leading teams in a fast-paced environment ensuring high performance and tackling under-performance.
- Be able to identify key strategic challenges and opportunities; building support for action using highly developed influencing skills.
- Managing people and outcomes through influence and cooperation.
- A commitment to being creative and curious in all that you do.

Dimensions:

Role reports to: Assistant Director for Strategy, Communications and Collaboration.

No. Direct reports: 5/6

No. Indirect reports:

Total staff headcount: c30

Staff budget: c£1.5m

Other budget: Yes, including significant income generation

Other information:

Organisational Chart

