

**ROYAL BOROUGH OF GREENWICH
JOB DESCRIPTION**

DIRECTORATE: CHIEF EXECUTIVE

POST DESIGNATION: Director of Communications and Community Engagement

GRADE: Chief Officer – D

Purpose of Job

Organisational lead for communications and community engagement. Responsible for defining and delivering the overall communications strategy for the Council aligned with the Council's overall objectives. Working with services across the Council to develop project specific communication plans and campaigns. Responsible for leading and managing any media relations. Lead the Council's community engagement function helping to increase community involvement and working with services to deliver modern, effective, and meaningful forms of community engagement.

Job Outcomes

1. Responsible for the Development and delivery of the Council's communication and community engagement strategies.
2. Lead on ensuring effective communication both within and external to the Council, develop good practice within the organisation contributing to the effective management of the Council.
3. Lead the Community Engagement function which is set up to work with services in delivering modern, effective and meaningful forms of community engagement.
4. To ensure that the Council's communications and community engagement 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.
5. To be the principal strategic adviser to the Chief Executive, the Leader, Cabinet, and the Council on all aspects of communications and community engagement
6. To work with senior leaders and politicians to develop communication and community engagement.
7. To lead work to manage the Council's reputation and profile with key stakeholders, locally, regionally, and nationally.

8. 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 residents, businesses and stakeholders.
9. 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.
10. 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.
11. Responsibility for the Council's relationships with the media, ensuring good liaison with the local, national and specialist media, including a comprehensive news service, advising on contentious issues, press enquiries and steering key decisions concerning online platforms, emerging media and traditional media.
12. Responsibility for Council's Community engagement working with departments in delivering effective and appropriate community engagement that meets in support of the Council's goals.
13. To have an excellent understanding of the issues affecting local government as part of providing the effective provision of advice and information to Members and officers to enable the Council to effectively communicate with residents and partners and other interested parties.
14. Effective contribution and support to the modernisation of the Council's services, securing value for money and improving the quality and efficiency of services, lead on development of an effective communications strategy to communicate corporate change where appropriate.
15. Contribute to the formulation of corporate policies and initiatives and the development of collaborative, cross departmental and organisational working processes in the respect of effective communication.
16. Act as an ambassador for the borough, promoting and developing the Council's image, forming robust strategic alliances, and developing effective working relations with partners, other related organisations, government departments, user groups, business, voluntary sector groups.
17. Mentor and develop senior staff to achieve high performance, including professional development.
18. To report to GMT the Leader and Member level bodies as required.
19. Designation of Post to which the post-holder normally reports: Chief Executive

Person Specification

Job Title	Director of Communications and Community Engagement
Grade	
Service/Section	Chief Executives
Directorate	

Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria	Essential/ Desirable
Knowledge	
Significant experience in leading and delivering Communications and Public Relations	E
Corporate experience at a senior level of setting and driving communication and engagement strategies	E
To have an excellent understanding of the issues affecting local government.	E
Skills and Abilities	
Ability to rapidly become familiar with any area of the Council to be able to effectively communicate issues affecting that area to a range of stakeholders.	E
High level influencing and interpersonal skills. Capacity to quickly establish credibility with members, chief officers and finance staff.	E
Ability to mentor and develop senior staff to ensure successful organisation change.	E
Ability to contribute to the corporate leadership of the Council.	E
Experience	
A successful track record in management of communications at a senior level in a large, complex organisation working across service and organisational boundaries and engaging colleagues and key stakeholders in developing a common agenda.	E

Equal Opportunities	
Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.	E
Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.	E