

Channel Manager
Level 5, Zone 1
Salary Range: £47,575 - £55,188

About Camden

At Camden, we're working closely with our communities to build a better, fairer borough for everyone, and to make sure that nobody gets left behind. There is no doubt that we've experienced significant challenges from Covid-19 and its impacts on those who live, work and study in the borough. Throughout the pandemic we have seen the extraordinary community spirit of Camden and, as we move forward, it's crucial we all stay working together to create the best future for Camden. In this role, you will play an integral part of the Media & External Relations Team as part of a wider Communications team, leading the strategic direction of the organisation's channel strategy and evidence base. The strategy supports the Communications team, as part of the wider Participation, Partnerships and Communications team, to plan, create and execute resident-focused communications as we emerge from the pandemic and as we look to the future, and to recover and renew across our borough.

About the role

This role leads on and provides senior level strategic advice on channel use and insight across the PPC team. This includes building on and utilising our extensive evidence base to ensure Camden is connecting with its communities based on the latest insight and data. The post holder will have experience setting the strategic direction of, and managing systems and content across, a suite of digital and print channels, as well as of commissioning and codesigning audience research. They will also have experience of working with policy and senior stakeholders to contribute to and communicate an organisation's strategic direction. The role supports communications priorities as agreed with the Leader, Cabinet and Camden Management Team (CMT).

The role will lead cross-cutting priority work across the PPC function to ensure communications and engagement channels are used to maximum effect as we engage and communicate with residents. They will also be a senior point of contact for internal and external stakeholders to develop channel solutions, including adopting the latest best practice communication techniques to meet the complex needs of the Council. The post holder will report to the Head of Media & External Relations and be responsible for reporting progress and evaluation to senior officers and members.

The role will line manage the Digital Media Coordinator, whose remit covers channel and media work. They will set and manage the role's day-to-day output as well as setting and overseeing longer term projects and goals. There is also 'dotted line' responsibility for the channel related elements of the work of three media officers within the Media & External Relations function.

The role will have the lead editorial responsibility and production management oversight for the Council's flagship publications (print and online) including setting strategy with senior colleagues, and managing budgets for these products. The role will work collaboratively with other members of the communications service to ensure engagement with and contribution to the strategic communications forward plan of campaigns and priority issues to ensure a robust alignment with channel strategy and content planning for all council channels.

The post holder will be expected to deputise for the Head of Media and External Relations from time to time.

About you

You will bring to this role the experience and skills to:

- Develop and lead the direction of Camden's channel strategy, ensuring alignment to the objectives of the PPC service and the organisation.
- Act as trusted advisor, providing strategic advice to a range of stakeholders, including board level, senior officers, Exec Directors and elected members.
- Manage the council's ongoing resident/channel research programme to ensure our campaigns have maximum impact. This includes agency, contract and budget management.
- Accountable for the management and performance of a portfolio of print and digital channels, including implementing and developing new approaches in line with best practice communications developments.
- Act as brand guardian, ensuring corporate identity, standards and house style for all external channels.
- Provide expert advice on methodologies and best practice around behaviour change across PPC.
- Maintain a robust evidence base through regularly commissioning and codesigning quantitative and qualitative audience engagement and research to provide insight and data to assist with audience segmentation and analysis.
- Key consultant on priority work across the PPC team to ensure use of communications and engagement channels to maximum effect.
- Develop, maintain and oversee channel forward plan to tie into corporate objectives.
- Campaign planning and execution around channel development, including the launch of new corporate channels.
- Development of an evaluation framework approach to evaluate channel and communications activity on an ongoing basis, to demonstrate impact and success of campaigns, and to share learning and recommendations for improvements.
- Lead on strategic direction, content, editorial, production, budget, advertising and marketing (income generation) and

- partnership work for the Council's flagship publications.
- Act as a main point of contact for external partners including where Communications offers a traded service, such as advertising.
 - Key advisor for Council services around business case and governance of new Council channels, such as microsites and social media.
 - Work in partnership with web, IT and Customer Service teams to develop channel solutions to meet the complex needs of the Council. Actively seek to develop external partnerships with industry professionals that would enhance Camden's Communications service.
 - Responsible for compliance with the Local Government Code of Publicity for publications, including liaising with internal colleagues such as Legal and Information Rights.
 - Identify, source and implement tools and training across the team to enable high-quality, creative, engaging content output that supports the objectives of the channel strategy.
 - Budget negotiation, setting and expenditure reporting, including securing appropriate funding to deliver channel and campaign work across the Communications and Media teams.
 - Management and leadership skills that contribute to a high performing Communications team
 - Line management of Digital Media Coordinator and their work programme. Additional negotiation and management of resources within a matrix structure for individual projects.
 - Crisis communications advisor and service planning for channel use in relation to emergency planning.

Over to you

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk.

This position is Politically Restricted

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

Diversity & Inclusion

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome

applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

Agile working

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK (www.HireMeMyWay.org.uk). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

Asking for Adjustments

Camden is committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at resourcing@camden.gov.uk or post to 5 Pancras Square, London, N1C 4AG.