

## **Job Profile Communications & Engagement Lead**

**Job Title: Communications and Engagement Lead**

**Job Grade: Level 5, Zone 2**

**Salary: £53,897**

### **About North London Waste Authority (NLWA)**

NLWA serves two million residents in the boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. We help residents reduce their waste and increase recycling and make sure that their waste is disposed of in an environmentally responsible way. We are delivering infrastructure through the North London Heat and Power Project to provide long term assets for the sustainable management of north London's waste.

These activities contribute to our mission of preserving resources and the environment for future generations by exemplary planning, innovation and communication in managing north London's waste.

NLWA staff are employed by London Borough of Camden, and therefore Camden's HR processes apply.

### **About the role**

This role leads and coordinates communications, community engagement and social value work, with a particular focus on the Authority's major capital projects. The post holder will lead the Communications Strategy for the North London Heat and Power Project and take a leading role in the project team. They will be coordinating communications and engagement across multiple work packages and lead and evaluate multi-channel campaigns and stakeholder and community engagement projects on time and on budget. The post holder will develop, deliver and measure the Authority's approach to social value across capital projects and its wider business. They will develop and maintain relationships with senior officers, NLWA Members and Contractors. The post holder will ensure best value for money outcomes and report progress and results to senior officers, members and other internal and external stakeholders. The post holder will line manage a small team and may deputise for the Head of Strategic Communications. They will build team resilience by developing and coaching their direct reports and making appropriate training and learning opportunities available.

### **About you**

You will have experience of project management and planning work to deliver on time and on budget, managing budgets and effectively prioritising resources, providing strategic advice to board level, senior officers and elected members and leading partnership working and managing stakeholder relationships and keeping them informed.

You will have a wide range of communications experience and knowledge of channels including digital, media and marketing skills. You will be able to provide regular strategic advice for social media and campaign planning and ensure regular features and articles are placed in relevant trade, local, regional and national press and media including print and online.

You will have the ability to produce reports as required by the Head of Strategic Communications which provide details of the progress on the NLHPP communications strategy and plan.

You will have a strong track record delivering evidence-based campaigns and of measuring impact, develop core messaging to support campaigns and develop creative and innovative campaign concepts and design work with agencies and contractors and have oversight of the campaign strategic forward plan including updates and briefings for senior leaders and Members.

You will be experienced in taking a measured approach to crisis communications and emergency planning skills, using your political awareness and applying sound judgement.

You will have excellent oral and written communication skills.

You will have line management experience and experience in leading a team.

### **People management responsibilities**

The post holder will have line management responsibility for a small team, including Communications Officers and Community Partnerships Officers. You will also manage the work of a number of partners and contractors. You will embrace the ethos of a self-managed team, where resources are used flexibly to deliver agreed priority areas of work.

### **Relationships**

The role reports to the Head of Strategic Communications. The post holder will be part of the External Relations management team.

You will be a member of the North London Heat and Power Project project team which includes a range of specialists responsible for delivering a replacement energy recovery facility at the Edmonton EcoPark in north London.

The postholder will form strong relationships with colleagues and contractors. They will have good relationships with the senior leadership team, Chair of NLWA and Members. They will need to be confident attending meetings with elected members and senior officers, and providing briefings.

The postholder will have good relationships with external partners connected to priority campaigns including co-designing communications plans and delivering joint projects.

### **Work environment**

The main NLWA office is at Tottenham Hale, two minutes from the Tube station with great service and amenity links close by. The role will involve time at the EcoPark site in Edmonton and some home/remote working will also be possible. Alternative flexible working options are available/open to discussion. The position will also involve occasional travel to meetings at venues across the seven North London boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest, and occasionally elsewhere. Flexibility is required in working hours with occasional evening and weekend meetings, including community/stakeholder events and as necessary to join an out-of-hours rota for press and communication enquiries.

The postholder will be required to coordinate their work with the project team in particular, and also with NLWA's wider communications activity, be able to deal with a variety of conflicting deadlines often on a daily basis, and communicate efficiently and flexibly with north London's diverse communities.

### **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

### **Is this role politically restricted?**

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

### **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](http://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 and the North London Waste Authority are 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](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG,