

## Job Profile

**Job Title: Communications Officer**

**Job Grade: Level 4, zone 1**

**Salary Range: £43,004 - £49,131**

### About Camden

We're working closely with our communities to build a better, fairer Camden for everyone, and to make sure that nobody gets left behind. We've experienced significant challenges in recent years including from the pandemic and cost of living crisis and the impacts on those who live, work and study in the borough. Throughout these times, we have seen the extraordinary community spirit of Camden. As we move forward, it's crucial we all stay working together to create the best future for our residents. To help us achieve this, we are looking for an experienced communications officer to join our team and deliver the very best resident-focused communications.

### About the role

This role is responsible for working with the Council's health and wellbeing division on priority campaigns to produce evidence-based communications plans to support the health and wellbeing of Camden residents.

The post holder will be creative and use a wide range of expert communications skills and channels including marketing, digital, events and video to deliver innovative health and wellbeing communications aligned to We Make Camden. This will include publicising and preparing texts, social media posts and working closely with our in house design team to develop a range of publicity materials for all our channels.

The post holder will be experienced at evaluation and using results to measure impact/audience reach, and sharing learning from evaluation. The post holder will contribute to communications strategic forward planning and have a good understanding of the channel strategy.

This post reports to the communications and engagement lead for health and wellbeing and is within the communications service which is part of Corporate Services.

### Example outcomes or objectives that this role will deliver:

- Deliver comprehensive communications and marketing plans that are evidence-based, and which use the most appropriate channels
- Develop core messaging and narrative to support successful health and wellbeing campaigns and the communications strategy

- Produce creative and innovative campaign concepts and work
- Use a range of digital and multi-media channels to effectively promote council activity
- Evaluate to show impact and success of campaigns, and promote learning from evaluation
- Apply project management and reporting to managing and monitoring work, and keeping teams informed
- Provide advice to internal health and wellbeing colleagues, including about when and how to use more self-service products
- Promote Communications internally and deliver 'how to' surgeries for self service
- Maintain a strategic forward plan for Health and Wellbeing communications work
- Develop relationships with partners working with Camden residents

### **About you**

For this role you will have:

- A wide range of communications experience and knowledge of channels including digital, media and marketing skills
- A strong track record delivering evidence based campaigns and of measuring impact
- Experience of working on a range of projects with competing priorities simultaneously
- Degree level qualification or equivalent work experience
- Experience of account management, project management and planning work to deliver on time and on budget
- Experience of providing advice to colleagues at all levels and may include elected members
- Experience working with external partners and stakeholders
- Ability to see new opportunities for Communications
- Awareness of crisis communications approaches
- Political awareness and sound judgement
- Excellent oral and written communication skills

### **Work Environment:**

The Communications service is based at 5 Pancras Square though we currently have hybrid working arrangements. The role will co-locate with services when working on specific projects or campaigns. The post holder may be required to attend weekend and evening meetings.

### **People Management Responsibilities:**

The role does not have any direct line management responsibility.

### **Relationships:**

- The role reports to the communications and engagement lead for health and wellbeing.
- The post holder will be comfortable working as a team member on a varied range of projects.
- The post holder will need to form strong relationships with the health and wellbeing directorate. They will need to be confident attending meetings with elected members and senior officers, and providing briefings on campaigns.
- The role will have good relationships with external partners.

### **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. 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](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 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](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG.