

Job Profile

Job Title: Communications Officer

Job Grade: Level 4, zone 1

Salary Range:

About Camden

Camden is building somewhere everyone can thrive, by making our borough the best place to live, work, study and visit. Because, we're not just home to UK's fast-growing economy. We're home to the most important conversations happening today. And we're making radical social change a reality, so that nobody gets left behind. Here's where you can help decide a better future for us all. To help us achieve this, we are looking for one Communication Officer to join our team and deliver the very best resident-focused communications.

About the role

This role is responsible for working with the Transport Strategy Service on the Safe and Healthy Street Schemes being delivered across the Borough as well a range of other policies and initiatives that contribute towards delivery of the Camden Transport Strategy. The role will also work across the Environment and Sustainability Division to deliver a range of communication requirements. This role will involve working 3 days a week on the Transport Strategy area and 2 days a week on the wider division work.

This role is responsible for working with council directorates on corporate priority campaigns to produce evidence-based communications plans. The post holder will use a wide range of expert communications skills and channels including marketing, digital and media, and video to deliver innovative materials as set out in the communication plans for the programmes and priorities they are working on, and 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. They will be creative and able to spot new opportunities for communications and developing new relationships with external partners communicating with Camden audiences. This post reports to the Transport Strategy Communications, Engagement and Consultations Lead, and is within the Communications service which is part of Corporate Services. This role directly impacts on how our residents can engage with a range of transformations taking place on their streets, creating safer and healthier places for people to live, work in and enjoy as well as broader initiatives across the Environment and Sustainable Division area.

Role Purpose:

This role is responsible for working with directorates on corporate priority campaigns and service communications to produce evidence-based communications plans. The post holder will use a wide range of communications skills and channels including marketing, digital, media and video to deliver innovative campaigns as set out in the Communications Strategy and aligned to We Make Camden. They 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 the Transport Strategy Communications, Engagement and Consultations Lead and is within the Communications service which is part of Corporate Services.

Example outcomes or objectives that this role will 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 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
- Apply effective evaluation methodology to show impact and success of campaigns, and promote learning from evaluation
- Apply project management and reporting to managing and monitoring work, and keeping customers informed
- Provide advice to internal customers, including about when and how to use more self-service products
- Act as a point of contact to ensure services know where and how to get communications advice
- A single strategic forward plan in place for Communications work for the Council
- Develop new opportunities for Communications working with partner organisations communicating with Camden audiences
- Act as a point of contact for external partners as appropriate.

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 prioritising resources and budgets
- Experience of providing strategic advice to board level, senior officers and elected members
- Experience working with external partners and stakeholders
- Ability to see new opportunities for Communications
- Crisis communications and emergency planning skills
- Political awareness and sound judgement
- Excellent oral and written communication skills

Work Environment:

The Communications service is based at 5 Pancras Square and staff have the ability to also work from home. 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 Transport Strategy Communications, Engagement and Consultations Lead. They will form strong relationships with colleagues in the Communications service as well as across the Environment and Sustainability Division to provide communications support to main priority work. The post holder will be confident attending meetings with elected members and senior officers and providing briefings on their areas of work.

The role will have good relationships with external partners connected to priority projects including co-designing communications plans and delivering joint projects. The role will act as a point of contact for external partners as appropriate.

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). 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,