

## Communications Officer (Early Years and Family Hubs)

**Salary Range:** £43,004 - £49,131

**Location:** 5 St Pancras Square and Children's Centres and Family Hubs in Camden

**Reports to:** Senior Communications Manager, Communications Service

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# About the role

The role is responsible for developing communications plans, materials and channels to support the Early Years and Family Hubs service to reach all of the people and families who use, or could benefit from, its services, as well as wider audiences and stakeholders for children's services in Camden. In this role, you'll produce evidence-based communications plans and materials to support the service to reach its key audiences and communicate priorities. You'll be confident using a wide range of expert communications skills and channels including print, digital, social media and video to deliver innovative materials as set out in the communication plans for the projects you're working on, and aligned to our strategic vision for the borough - We Make Camden. This will include writing high quality copy, social media posts and working closely with our in-house design team to develop a range of materials for all our channels. You'll be creative and able to spot new opportunities for communications to have impact and developing new relationships with external partners communicating with Camden audiences. This post reports to our Senior Communications Manager and is within the Communications service, in our Corporate Services directorate.

This post is exempt from the Rehabilitation of Offenders Act and will require an Enhanced DBS.

## The things you'll achieve

You'll work with the service on priorities and to deliver evidence-based campaigns and communications plans. You'll use a wide range of skills and channels including print, digital, media and video to deliver innovative campaigns that align to We Make Camden. You'll be experienced at evaluation and using results to measure impact and sharing learning from evaluation. You'll contribute to Communications strategic forward planning and have a good understanding of all channels.

You'll be responsible for specific projects, and you'll:

- Deliver comprehensive communications plans that are evidence-based, and which use the most appropriate channels
- Develop core messaging and narratives to support successful campaigns
- Deliver creative and innovative campaign concepts and materials
- Use of a range of channels to effectively promote council activity
- Provide evaluation to show impact and success of campaigns, and promote learning from evaluation
- Provide project management and reporting to keep services informed
- Be a point of contact to ensure services know where and how to get communications advice
- Provide communications advice to services including about the best channels for a project
- Promote the communications service internally and provide advice to customers
- Contribute to and keep up to date our forward plan for communications
- 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:

- Excellent writing skills for copy to be used across different channels
- A wide range of communications experience and knowledge of channels including digital, social, print, video, etc
- A strong track record delivering evidence-based campaigns and evaluation
- Experience working on a range of projects with competing priorities
- Degree level qualification or equivalent work experience
- Experience of managing projects and planning work to deliver on time and budget
- Experience prioritising resources and budgets
- Experience of providing strategic communications advice to board level, senior officers and elected members
- Experience working with external partners and stakeholders
- Ability to see new opportunities for Communications including for reaching our diverse audiences in Camden

## Other important stuff...

### People management

The role does not have any line management responsibility.

### Work environment

The Communications service is based at 5 Pancras Square and staff have the ability to also work from home. The post holder will also co-locate with the Integrated Early Years and Family Hubs Service as required. The post holder may be required to attend weekend and evening meetings.

### Who you will be working with

You'll be a valuable member of our communications team, and you'll work closely with our Integrated Early Years and Family Hubs Service. You'll be joining an experienced communications team focused on delivering high quality, creative and evidence-based campaigns. You'll form good working relationships with colleagues in our Early Years and Family Hubs services to support them to achieve their goals and priorities. You'll report to our Senior Communications Manager, and you'll have a solid connection to Early Years and Family Hubs colleagues. You'll be working with the whole communications service - strategic comms, media and external relations and creative services. To ensure you connect well with the early years team, you'll spend time co-located with the team.

**The application process:** To apply, please click the link and follow the instructions. If you're shortlisted for the role, we will be in touch to invite you for an interview. This will begin with a test where we will ask you to respond to a task related to the role, which will be followed by an interview with a panel of officers relevant to the role.

# Who we are

## 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.

## Asking for Adjustments

Camden is committed to making our recruitment practices 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)

