

## Communications Manager

**Salary Range: £47,394 to £54,222**

**Grade: Level 4, Zone 2**

**Location: 5 Pancras Square**

**Reports to: Internal Communications Manager**

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# About the role

We have an exciting opportunity for an experienced Communications Manager to join the Communications team at Camden Council. In this role, you will deliver high quality campaigns that support our top priorities and our strategic plan for the borough - We Make Camden.

This role will specifically support our ambitious internal communications strategy and staff focused campaigns and channels, as well as supporting other priorities and new issues that emerge requiring communications support.

This role will take ownership of specific areas of council communications aligned to our priorities to deliver evidence-based campaigns and communications to support the services that our residents use and value.

# The things you'll achieve

You'll be responsible for evidence-based campaigns and communications plans with a focus on internal communications, as well as supporting other priorities as needed. As well as planning strategic communications, you'll have experience and knowledge of a wide range of channels and evaluation to measure impact.

You'll be responsible for specific areas of work, and will:

- Have ownership of specific areas of the Communications Strategy; and a comprehensive forward plan of communications activity in your areas of responsibility
- Deliver high quality, evidence-based communications plans to meet the needs of the organisation, and reporting tools to show the impact and benefits of communications activity
- Deliver narratives and core messages to support successful campaigns
- Manage and use a range of channels to effectively promote council activity
- Build and maintain strong relationships with senior managers and colleagues, and provide the expertise in order to deliver a comprehensive communications service
- Management and leadership skills which contribute to a high performing communications team, and the ability to negotiate priorities and resources
- Provide project management and reporting to keep services informed; manage time and resources with clear service standards in place and being met
- Actively seeking to develop new partnerships and opportunities for communications working with partner organisations communicating with Camden audiences
- Acting as the main point of contact for external partners as appropriate.

# About you

## **You will have a degree-level qualification or equivalent work experience, and experience of:**

- targeting audiences effectively
- managing budgets and assigning resources to projects
- working in high-pressure situations as well as political awareness and sound judgement
- working on a wide range of priorities with competing priorities.

## **You will have:**

- strong writing skills for copy to be used across different channels, and for complex narratives
- an excellent understanding of communications channels (including internal communications, digital, social, print, video, etc.)
- the ability to confidently demonstrate how you have evidenced, targeted, delivered and evaluated campaigns and communications activity
- confidence to engage with and provide advice to senior internal and external stakeholders
- ability to see new opportunities for communications including for reaching our diverse internal and external 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 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. You will report to our Internal Communications Manager and will work closely with our Internal Communications Officer, and our wider team. You'll be joining an experienced communications team focused on delivering high quality, creative and evidence-based campaigns. You will work directly with and give strategic communications advice to senior managers, including the Chief Executive and elected members. You will have oversight of the work of other colleagues in the Communications team, such as temporarily assigned project team members. You may be required to represent the Council at external meetings with partners, community groups and professional bodies such as London Councils, and will contribute towards sharing and developing knowledge within 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)

