

**Job Profile**  
**Communications Manager (maternity cover)**

**Job Title: Communications Manager (maternity cover)**

**Job Grade: Level 4, Zone 2**

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

Our mission is to preserve resources and the environment for future generations by exemplary planning, innovation and communication in managing north London's waste.

We serve two million residents in seven boroughs and run communications and engagement campaigns to help them reduce their rubbish and recycle more. We campaign for government and industry action to reduce unnecessary single-use items, encourage reuse and repair and promote effective recycling.

To help tackle the climate emergency and to prevent rubbish going to landfill, we are building the greenest Energy Recovery Facility in the country and modern recycling facilities at the Edmonton EcoPark, through the [North London Heat and Power Project](#).

NLWA staff are employed by London Borough of Camden and benefit from Camden's recruitment, pension, and HR policies.

**About the Role**

The post holder will develop, lead, implement and evaluate integrated communications and behaviour change campaigns that promote NLWA's services, policies and objectives. The post holder will effectively use the media to promote our work, and respond to media enquiries. They will be a trusted source of advice to officers, members, colleagues and external partners and contribute to all of the Authority's main communications channels.

Applications are particularly welcome from candidates with experience of running campaigns in waste, recycling or sustainability.

## **About You**

You will have significant experience in communications, engagement, media or other relevant roles, and have excellent oral and written communication skills.

You will have a strong track record of devising and delivering innovative campaigns, based on audience insights. You will have the ability to set clear and measurable objectives, develop messaging and choose the most appropriate channels.

You will have the ability to develop, manage and deliver complex communications and marketing strategies that achieve NLWA's aims and objectives. This includes contributing to the planning and delivery of NLWA's Waste Reduction Plan to reduce waste and increase the quantity and quality of recycling in north London. You will produce written reports that measure and evaluate communications strategies, making recommendations for the future.

You will have experience of researching and writing news releases and other feature stories, placing them in the relevant media, setting up and managing broadcast interviews and providing public relations advice and support where necessary.

You will be experienced in building and maintaining effective high-level working relationships with relevant partners, external stakeholders, journalists and other opinion formers. You will have strong influencing and negotiating skills, applying tact and diplomacy to achieve objectives.

You will develop and manage a programme of digital work, with experience of the full range of digital and multi-media channels to promote NLWA activity.

You will be experienced in evaluation and using results to measure impact and success. You will be able to apply evaluation methodology, sharing learning from evaluation to contribute to strategic forward planning.

You will have experience of commissioning a range of services, managing contractors, managing budgets and effectively prioritising resources.

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

**People Management Responsibilities:**

The post holder will have line management responsibility for a Communications Assistant. They will ensure appropriate training and development opportunities are available and have input into a service wide training offer.

The post holder will be expected to brief and oversee contractors and ensure good quality of work in fields such as photography, videography and graphic design.

**Relationships:**

The role reports to the Senior Communications Manager.

The post holder will work closely with NLWA's Managing Director, Head of Strategic Communications, Senior Communications Manager and Waste Prevention Manager. They will be comfortable working flexibly as a team member on a varied range of projects, using their excellent project management and reporting skills.

The post holder will need to be confident attending meetings with NLWA Members and senior officers, providing briefings on campaigns and giving media and public relations advice.

The post holder will have good relationships with officers working in NLWA's seven constituent boroughs, including co-designing communications plans and supporting their projects and campaigns.

**Work Environment:**

A mixture of office, home and off-site working. The NLWA's main office is a two-minute walk from Tottenham Hale station, with great service and amenity links. Alternative flexible working options can be discussed.

The post holder will be required to attend off site meetings and public events, participate in an out of hours emergency rota, and may be required to attend occasional weekend and evening meetings.

**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?**

This role is Politically Restricted, which means individuals holding the post cannot have an active political role.

**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 North London Waste Authority are committed to making 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.