

Communications Officer (Community Investment Programme)

Salary Range: £44,579 - £50,706

Grade: L4, Z1

Location: 5 Pancras Square

Reports to: Senior Communications Manager



About the role

In this role you will provide communications support for the Council's Community Investment Programme (CIP).

You will work with services on priority issues to produce evidence-based communications plans. You will use a wide range of expert communications skills and channels including printed materials, hoardings, digital and media to deliver innovative campaigns which help the council achieve the ambitions set out in our community vision - We Make Camden. You will be experienced at evaluation and using results to measure impact/audience reach and sharing learning from evaluation. You will contribute to communications forward planning and have a good understanding of the channel strategy and taking a multi-channel approach to communications.

This post reports to the Senior Communications Manager and is within the Communications service which is part of Corporate Services. The role does not have any line management responsibility.

About you

You will bring to this role the experience and skills to:

- Develop 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 communications strategies
- Produce creative and innovative campaign concepts and work
- Use a range of digital and multi-media channels to effectively communicate priorities
- 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 all those we work with informed
- Provide advice to internal customers, including about when and how to use more self-service products
- Contribute to the strategic communications forward plan for priorities and campaigns
- Develop new opportunities for Communications working with partner organisations communicating with Camden audiences including co-designing communications plans and delivering joint projects
- Work with communications colleagues also supporting CIP on campaigns and projects and be comfortable working as a team member on a range of projects, using excellent project management and reporting skills
- Work closely with and understand the priorities of service colleagues
- Be confident attending meetings with elected members and senior officers, and providing briefings on campaigns
- Act as a point of contact for external partners as appropriate.

Other important information...

People management

No 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, and CIP related site visits/event.

Who you will be working with

You'll be joining a talented team of communications professionals who are responsible for communicating the Council's services, work and priorities, and also working closely with colleagues who work on CIP.

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

