# Job Profile Information: Core Communications Lead (Internal Communications)

**This supplementary information for Core Communications Lead (Internal Communications) is for guidance and must be used in conjunction with the Job Capsule for Job Family Communications at Level 4 Zone 2**

**Camden Way Category 4**

**It is for use during recruitment, setting objectives as part of the performance management process and other people management purposes. It does not form part of an employee’s contract of employment.**

**Role Purpose:**

This role is the lead for internal communications and will provide strategic advice, strategy and planning for all internal communications to support Chief Executive communications and engagement with staff, strategic priorities and organisation development, and they will be the main link with senior HR colleagues. The post holder will work closely with the Core Communications Lead (Channel) to deliver innovative and effective internal communications, to make sure a channel framework for staff is in place including digital, and to lead on internal channel governance, measurement and quality assurance for internal communications. The will actively contribute to the strategic Forward plan.

# Example outcomes or objectives that this role will deliver:

* A strategic internal Communications function for the Council, with a comprehensive forward plan and clear priorities
* Management and leadership skills which contribute to a high performing communications team, and the ability to negotiate resources for staff communications.
* Comprehensive internal communications plan agreed the Chief Executive and senior managers, covering all major corporate and HR projects
* Work with the Strategic Communications Manager and Core Communications Leads to ensure internal communications aligns with the Forward plan
* Innovative channels for internal communications including use of digital technology
* Account management approach to managing time and resources, with clear service standards in place and met
* Reporting tools to show the impact and benefits of internal communications
* Strong relationships with senior managers and service based colleagues and professional expertise in order to deliver a comprehensive communications service.
* Strong and successful working relationships with Human Resources
* Trusted strategic advice to the Chief Executive and senior managers.

# People Management Responsibilities:

The role will not have direct line management responsibility.

From time to time, they may have oversight of staff from the core matrix working on specific internal communications campaigns and projects to make sure work is delivered to a high standard, on time and to budget.

The role will be expected to embrace the ethos of a self-managed team, where resources are used flexibly to deliver agreed priority areas of work. The role will be expected to define priorities, set objectives, allocate work strands and negotiate resources for time-limited projects and manage

the workload.

The role will contribute towards sharing and developing knowledge within the team.

# Relationships:

The role reports to the Head of Communications.

The role will also work with the Strategic Communications Manager who has oversight of delivery of the Communications Strategy, service planning and resource allocation (staff and budgets). The role will be expected to plan and prioritise work in their areas of responsibility and to negotiate the required resources with the Strategic Communications Manager, and also with colleagues in directorates as needed.

The post holder will have a strong relationship with the Chief Executive and the Chief Executive’s Office and with senior managers across the Council.

The role will be required to work directly with and give strategic communications advice to senior managers including the chief executive and elected members including the Leader of the Council and Cabinet Members.

The role may have oversight of the work of colleagues in Communications such as temporarily assigned project team members located in the core matrix.

The role may be required to represent the Council at external meetings with partners, community groups and professional bodies such as CIPR and London Councils.

# Work Environment:

The Communications service is based at 5 Pancras Square where all staff work in an agile way in line with Camden’s move to a paperless and flexible work environment. The role will co-locate with services such as HR for period of time each week.

The post holder will be required to participate in an out of hours emergency planning rota and may be required to attend weekend and evening meetings.

# Technical Knowledge and Experience:

* Degree level qualification or equivalent work experience
* Wide range of communications experience and knowledge of channels including digital, media and marketing skills
* Strong track record delivering evidence based campaigns and of measuring impact
* Strong account management, project management and service planning skills
* Experience of managing budgets and assigning resources to projects
* Experience of providing strategic advice to board level, senior officers and elected members.
* Crisis communications and emergency planning skills
* Political awareness and sound judgement
* Excellent oral and written communication skills

# Camden Way Five Ways of Working

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

* Deliver for the people of Camden
* Work as one team
* Take pride in getting it right
* Find better ways
* Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>