**Job Profile Information: *Communications Officer***

**This supplementary information for *Communications Officer* is for guidance and must be used in conjunction with the Job Capsule for**

**Job Zone …1………. Level…4………… 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 responsible for working with services on corporate priority campaigns to produce evidence-based communications plans. The post holder will use a wide range of expert communications skills and channels including marketing, digital and media to deliver innovative campaigns as set out in the Communications Strategy and aligned to the Camden Plan. They will be experienced at evaluation and using results to measure impact/audience reach, and sharing learning from evaluation. The post holder will contribute to Communications strategic forward planning and have a good understanding of the Channel Strategy. They will be creative and able to spot new opportunities for communications such as traded services and developing new relationships with external partners such a public sector organisations communicating with Camden audiences.

Post holder will work in a flexible matrix operating model, taking on responsibility for specific projects across a range of areas of the Council’s work.

This post reports the Strategic Communications Manager, and is within the Communications service which is part of Corporate Services.

**Example outcomes or objectives that this role will deliver:**

* 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 the Communications Strategy
* Produce creative and innovative campaign concepts and work
* Use a range of digital and multi-media channels to effectively promote Council activity
* 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 customers informed
* Provide advice to internal customers, including about when and how to use more self-service products
* Develop a suite of self service products for the Council
* Promote Communications internally to customers and deliver ‘how to’ surgeries for self service
* A single a single strategic forward plan in place for Communications work for the Council
* Develop new opportunities for Communications working with partner organisations communicating with Camden audiences
* Act as a point of contact for external partners including where Communications offers a traded service or account management for marketing and communications services.

**People Management Responsibilities:**

The role does not have any direct line management responsibility.

The role may from time to time oversee the work of a Communications Assistant on a specific project where work has been assigned to a temporary project team.

**Relationships;**

The role reports to the Strategic Communications Manager.

They will form strong relationships with Core Communications Leads and work with them on campaigns and projects across the whole of the Council’s work. They will be comfortable working in a flexible matrix model and as a team member on a varied range of projects, using their excellent project management

and reporting skills.

The role will need to form strong relationships with services and corporate projects, and act as a flexible resource providing communications support to main priority work. The post holder will need to be confident attending meetings with elected members and senior officers, and providing briefings on campaigns.

The role will have good relationships with external partners connected to priority projects including co-designing communications plans and delivering joint projects.

The role will act as a point of contact for external partners including where Communications offers a traded service or account management for marketing and communications services.

**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 when working on specific projects or campaigns.

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
* Experience of account management, project management and planning work to deliver on time and on budget
* Experience managing budgets and effectively prioritising resources
* Experience of providing strategic advice to board level, senior officers and elected members
* Experience working with external partners and stakeholders
* Ability to see new opportunities for Communications such as traded services
* 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

The post holder will be expected to understand The Camden Way and that this represents a step-change in the way we work at Camden. Resources will be focussed on achieving those outcomes which are outlined in the Camden Plan, and which have been confirmed as priority campaigns for Communications. The Camden Way involves a reduction in the layers of management, with greater decision-making occurring at operational level.

The post holder will be expected to show in their work how our organisational culture is driven by the Camden Way; where everyone is focused on what matters to customers and is empowered to take a lead to deliver great customer service, whether this be in making informed day-to-day decisions, driving improvement and being innovative.

For Communications, the Camden Way means using our evidence base to deliver the Communications Strategy through targeted, accessible communications activity that is creative and modern, and which reaches all our customers through the channels we know they prefer.

For further information on the Camden Way please visit:

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