

Job Profile Information: Communications Manager

This supplementary information for Communications Manager is for guidance and must be used in conjunction with the Job Capsule for job family Communications Job Zone 2 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 key to delivering our Communications Strategy and provides the lead for all communications activity for a directorate-based programme of work, and/or a major cross cutting priority programme. The role will be responsible for a portfolio of work relating to strategic priority campaigns aligned to the Camden Plan and Communications Strategy. They will provide the main link between services and Communications and provide relationship management with senior colleagues and elected members. They will be responsible for prioritising, creating and evaluating a diverse range of multimedia campaigns, and for negotiating resources (staff and budget) with the Strategic Communications Manager. The post holder will be accountable for quality and they will actively contribute to the strategic Forward plan.

Example outcomes or objectives that this role will deliver:

- Ownership of specific areas of the Communications Strategy; and, a comprehensive forward plan of activity for their areas of responsibility
- Management and leadership skills which contribute to a high performing communications team, and the ability to negotiate priorities and resources for their areas of responsibility
- Strong relationships with senior managers and service based colleagues, and professional expertise in order to deliver a comprehensive communications service.
- 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.
- Take an account management approach to managing time and resources and have clear service standards in place and being met

- Act as the main point of contact for external partners including where Communications offers a traded service or account management for marketing and communications services.
- Actively seeking to develop new partnerships and business opportunities for Communications services

People Management Responsibilities:

The role will not have direct line management responsibility; however, they will have oversight of staff working on specific 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 post holder will agree resources with the Strategic Communications Manager, and then oversee the work of staff drawn from the flexible matrix operating model.

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

Relationships;

The role reports to the Head of Communications.

The role also has a 'dotted-line' management relationship with the Strategic Communications Manager who manages delivery of the Communications Strategy, service planning and resource allocation (staff and budgets). The post holder 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.

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 will have oversight of the work of other 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 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
- Experience leading partnership working and managing stakeholder relationships
- 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>