**Job Profile Information: Communications Assistant**

**This supplementary information for Communications Assistant is for guidance and must be used in conjunction with the Job Capsule for Communications Level 3 Zone 1, Camden Way Category 3**

**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 supporting the delivery of a wide range of communication functions including media, digital, marketing and internal communications. The role is responsible for drafting communications and marketing plans for main priority work in the Communications Strategy and aligned to the Camden Plan. The role is for a highly creative individual who has the skills to create and manage content through all channels. The post will contribute to Communications strategic forward planning and have a good understanding of the Channel Strategy.

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

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

* High quality communications and marketing plans in place for main priority work
* Delivery of accurate, creative content across all channels including digital
* A good understanding of evidence-based communications and the Channel Strategy
* Production of high quality, well designed digital and print publications
* A single strategic forward plan in place for Communications work for the Council
* Effective campaigns delivered and evaluated to support Council services to reach customers
* Effective advice provided to internal customers, including delivering ‘how to’ surgeries to support customers to use self-service products
* Ability to work with external partners on main projects 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.

**Relationships:**

The role reports to the Strategic Communications Manager.

They will form strong relationships with Core Communications Lead and Communications Officers and work in a flexible matrix model on campaigns and projects across the whole of the Council’s work. The will have experience of working as a team member on a varied range of projects.

The role will form good relationships with colleagues in directorates, providing advice to a wide range of customers including senior officers; 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 communication plans and delivering joint projects.

The role will work with 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 directorate 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:**

* Graduate level or equivalent work experience
* Strong relationship management skills
* Highly technically proficient on all channels including digital and print
* Good project management skills and experience reporting to customers
* Excellent written and oral communications

**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>

**Chart Structure**

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