**Communications - Channel Manager**

**Level 4 Zone 2**

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. This sheet must be used with the Level 4 Job Family capsule

**Role Purpose:**

This role is key to delivering our Communications Strategy and provides the lead for making sure we deliver evidence-based communications activity through a robust Channel Strategy. The role will lead on further developing and maintaining our evidence-base from research and resident insight; the post holder will manage content and channel development including digital and publications such as the Council’s magazine. The role will provide excellent channel management and advice to the Communications service as well as to the web, customer access and IT teams. The role will lead on channel governance, measurement and quality assurance, as well as contributing to the strategic Forward plan.

**Role Context/structure**

This post reports the Head of Communications, and is within the Communications service which is part of Corporate Services (from 1 April 2016 - *TBC - new Council structure)*.

To make sure there is effective resource planning in the service, the Strategic Communications Manager will have a ‘dotted line’ of management responsibility for this role, and will regularly review the Channel Strategy, priorities, performance and resources with the post holder.

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

* Comprehensive Channel Strategy for Council communications to include digital, print, marketing and publicity and audience research to be developed and implemented in line with the objectives of the Communications Strategy
* Management and quality assurance protocols in place for creating and publishing content in all Council channels including publications, digital and social media
* Lead on content, editorial, production, advertising and marketing (income generation) and partnership working for the Camden magazine
* Responsible for compliance with the Local Government Code of Publicity for publications including liaising with internal colleagues such as Legal and external contacts in other London boroughs
* Building and developing an audience segmentation model of Camden’s population to underpin the evidence base for the Communications Strategy and campaigns which includes commissioning audience intelligence, research and evaluation
* Reporting tools to show the impact and benefits of communications activity
* Strong relationships with internal and external customers and clear service standards in place and being met
* Management and leadership skills which contribute to a high performing Communications team, and the ability to negotiate resources
* Strong relationships with senior managers and service based colleagues and professional expertise in order to deliver a comprehensive Communications service.
* Act as a main point of contact for external partners including where Communications offers a traded service or account management for marketing and communications services
* Actively seek to develop new partnerships and opportunities for Communications services.  
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**People Management**

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 post holder will be expected to define priorities for the Channel Strategy, 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 to support key channels including digital and publications such as the Camden magazine.

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

**Relationships**

The role reports to the Head of Communications.

The role will also have a ‘dotted-line’ management relationship with the Strategic Communications Manager who manages the delivery of the Communications Strategy, service planning and allocation of resources (staff and budget).

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 where relevant with colleagues in directorates.

The role will 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, and staff supporting main channels such as the Camden magazine.

The post holder will work in partnership with web, IT and Customer Access teams to develop channel solutions including digital to meet the complex needs of the Council.

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 periods 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, Qualifications and Experience:**

* Degree level qualification or equivalent work experience
* Wide range of communications experience and knowledge of channels including digital, media, marketing and advertising
* Experience commissioning research, audience insight and analysing data to inform the Channel Strategy
* Strong track record developing and measuring an evidence base for a Communications Strategy and Channel Strategy
* Experience of devising and managing protocols for the use of all channels for a large organisation
* Good understanding of compliance with the Local Government Code of Publicity for publications
* Strong account management, project management and service planning skills
* Experience of managing budgets and assigning resources to projects
* Ability and proven experience of maximising opportunities for income generation from Council channels including advertising and partnerships with external organisations, and internally with directorates
* 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