**Senior Communications Manager**

**Level 5 Zone 2**

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

Level 5, Zone 2, Category 4

**Role Purpose:**

This role is key to delivery Camden’s strategic communications and priority campaigns as agreed with the Leader, Cabinet and Camden Management Team (CMT). The role is responsible for managing the forward plan of campaigns and the line management of Communications Managers (5x) and Communications Officers (4x) with directorate based portfolios of work aligned to Camden 2025 and Our Camden Plan. They will provide a senior link between services and Communications and provide relationship management on communications issues with senior officers and elected members. They will be responsible for prioritising campaigns and resources, and have oversight of a range of multi-channel campaigns and service-based communications. The post holder will report to the Head of Strategic Communications and will be responsible for maintaining the campaigns forward plan and reporting progress and evaluation to officers and members. They will ensure appropriate training and development opportunities are available for their direct reports and have input into a service wide training offer. They may from time to time deputise for the Head of Strategic Communications.

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

* Oversight of the campaigns strategic forward plan including updates and briefings for the Leader and CMT.
* Management of the campaigns team comprising Communications Managers (5x) and Communications Officers (4x) with directorate based portfolios of work.
* Ensure appropriate training and development opportunities are available for their direct reports and have input into a service wide training offer.
* Oversight of comprehensive campaigns plans that are evidence-based and which use the most appropriate channels (using the ROSIE format).
* Development of core messaging to support campaigns that align to Camden 2025 and Our Camden Plan.
* Development of creative and innovative campaign concepts and design work with the Creative Services team.
* Maintain an excellent understanding of channels and the best approaches to reach audiences.
* 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.
* Ensure a suite of self-service communications products are available for services to use to promote their BAU work.
* Promote the Communications service internally to customers and manage the campaigns workload and signpost to effective use of the self-service offer.
* To provide crisis communications advice and service planning for their areas of responsibility for emergencies.

**People Management Responsibilities**

The role line manages Communications Managers (5x) and Communications Officers (4x) with directorate based portfolios of work.

The post holder will be expected to deputise for the Head of Strategic Communications from time to time.

The post holder will work collaboratively with other members of the Communications Service to ensure there is appropriate engagement and support for priority campaigns including media and external relations and creative services.

The role will embrace the ethos of a self-managed team, where resources are used flexibly to deliver agreed priority areas of work.

**Relationships**

The role reports to the Head of Strategic Communications. The role line manages Communications Managers (5x) and Communications Officers (4x) with directorate based portfolios of work.

The role will form strong relationships with colleagues in directorates including senior officers and directorate management teams. They will have good relationships with the Leader and Cabinet members and the Chief Executive and CMT. They will need to be confident attending meetings with elected members and senior officers, and providing briefings on campaigns.

The role will ensure campaigns have the appropriate resources from with the Communications Team including from Media and External Relations, Internal Communications and Creative Services.

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

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. They will provide advice on crisis communications and service planning for their areas of responsibility for emergencies.

**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.

**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
* Experience managing people and leading a team
* 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 leading partnership working and managing stakeholder relationships
* 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