

## **Job Profile Communications Officer**

**Job Title: Communications Officer**  
**Job Grade: Level 4, Zone 1**

### **About North London Waste Authority (NLWA)**

Employed by London Borough of Camden, and therefore Camden's HR processes apply, this role is based in North London Waste Authority (NLWA), serving Camden and six other north London boroughs. North London Waste Authority serves 2 million residents in the boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. We help residents reduce their waste and increase recycling. We make sure that their waste is disposed of in an environmentally responsible way. We are delivering infrastructure through the North London Heat and Power Project to provide long term assets for the sustainable management of north London's waste.

These activities contribute to our mission of preserving resources and the environment for future generations by exemplary planning, innovation and communication in managing north London's waste.

The Authority's website is [www.nlwa.gov.uk](http://www.nlwa.gov.uk), and we have a specific website [www.northlondonheatandpower.london](http://www.northlondonheatandpower.london) to provide information on the project we are managing to provide new infrastructure.

### **About the Role:**

The post holder will provide a comprehensive communications and consultation service for the North London Waste Authority (NLWA).

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 Residual Waste Reduction Plan. This will include developing key messages for use across all activities, assessing PR risk, preparing proactive and reactive media lines, and coordinating all communications channels including publications, website and online community discussion forums.

### **About You**

You will have degree level qualification or equivalent work experience and have excellent oral and written communication skills.

You will have the ability to develop core messaging and narrative to support successful campaigns. You will produce creative and innovative campaign concepts which use the most appropriate channels. You will be able to research and write news releases and other feature stories, placing them in the relevant media, set up and manage broadcast interviews and provide public relations advice and support where necessary.

You will be experienced in evaluation and using results to measure impact/audience reach, and sharing learning from evaluation and will contribute to strategic forward planning

You will devise and/or implement communications and marketing strategies that help deliver NLWA's aims and objectives. This includes supporting NLWA's Residual Waste Reduction Plan to reduce waste and increase the quantity and quality of recycling in north London.

You will be experienced in building and maintaining effective high-level working relationships with relevant partners, external stakeholders, journalists and other opinion formers and experience of influencing, negotiating and providing strategic advice to board level, senior officers and elected members.

You will provide trusted strategic advice to senior managers and elected members.

You will be experienced in using a range of digital and multi-media channels to effectively promote NLWA activity and apply effective evaluation methodology to show impact and success of campaigns, and promote learning from evaluation.

You will be proficient in applying project management and reporting to managing and monitoring work, and keeping stakeholders informed.

You will provide support in delivering regular internal communications activities across the organisation, including staff intranet articles and briefing events. You will plan and deliver individual internal communications campaigns.

You will have experience of commissioning services, managing budgets and effectively prioritising resources.

You will be experienced in taking a measured approach to crisis communications and emergency planning skills, using your political awareness and applying sound judgement.

**People Management Responsibilities:**

The role does not have any direct line management responsibility. However, the role may involve overseeing the work of a Communications Assistant.

The post holder will be expected to brief and oversee contractors and ensure good quality of work in fields such as photography and videography.

**Relationships:**

The role reports to the Communications Manager.

The post holder will work closely with NLWA's managing director, communications manager, waste prevention manager, and strategic communications manager. They will be comfortable working flexibly as a team member on a varied range of projects, using their excellent project management and reporting skills.

The post holder will need to be confident attending meetings with NLWA Members and senior officers, providing briefings on campaigns and giving media and public relations advice.

The post holder will have good relationships with officers working in NLWA's seven constituent boroughs, including co-designing communications plans and supporting their projects and campaigns.

**Work Environment:**

The NLWA offices are in Tottenham Hale; 2 minutes from the Tube station with great service and amenity links close by. There is also the opportunity for home/remote working and alternative flexible working options are available/open to discussion.

The post holder will be required to attend off site meetings and public events, participate in an out of hours emergency rota, and may be required to attend occasional weekend and evening meetings.

**Over to you**

We're ready to welcome your ideas, your views, and your rebellious spirit. Help us redefine how we're supporting people, and we'll redefine what a career can be. If that sounds good to you, we'd love to talk.

**Is this role Politically Restricted?**

Some posts at Camden are politically restricted, which means individuals holding these posts cannot have active political role. For a list of all politically restricted roles at Camden [click here](#).

**Diversity & Inclusion**

At Camden, we value and celebrate difference and encourage diversity in all respects. Our diverse workforce ensures we represent our communities to the best of our ability and enables us to make better decisions. Because of this, we particularly welcome applications from Black, Asian and those of other non-white ethnicities, those who identify as LGBT+, neurodiverse and disabled people.

**Agile working**

At Camden we view work as an activity, not a place. We focus on performance, not presenteeism. We create trusting relationships, we embrace innovation rather than bureaucracy and we value people. Collaboration is the Camden way, silo working isn't.

At Camden we are proud to be one of Hire Me My Way's inaugural campaign supporters. Hire Me My Way is a national campaign led by Timewise, designed to increase the volume of good quality jobs that can be worked flexibly in the UK ([www.HireMeMyWay.org.uk](http://www.HireMeMyWay.org.uk)). Hire Me My Way aims to treble the number of available good quality flexible jobs to 1 million by 2020.

**Asking for Adjustments**

Camden and the North London Waste Authority are committed to making our recruitment practices barrier-free and as accessible as possible for everyone. This includes making adjustments or changes for disabled people, neurodiverse people or people with long-term health conditions. If you would like us to do anything differently during the application, interview or assessment process, including providing information in an alternative format, please contact us on 020 7974 6655, at [resourcing@camden.gov.uk](mailto:resourcing@camden.gov.uk) or post to 5 Pancras Square, London, N1C 4AG.