

## Job Profile

**Job Title:** Communications Officer

**Job Grade:** Level 4, Zone 1

**Salary Range:** £37,638 - £43,659

### About Camden

At Camden, we're working closely with our communities to build a better, fairer borough for everyone, and to make sure that nobody gets left behind. There is no doubt that we've experienced significant challenges from Covid-19 and its impacts on those who live, work and study in the borough. Throughout the pandemic we have seen the extraordinary community spirit of Camden and, as we move forward, it's crucial we all stay working together to create the best future for Camden. In this role, you will have the opportunity to join our Communications team and help us plan, develop and create resident-focused communications as we emerge from the pandemic and as we look to the future.

### About the role

This role is responsible for working with council directorates on corporate priority campaigns to produce evidence-based communications strategies and plans. The post holder will use a wide range of communications skills and channels including marketing, digital, media and video to deliver innovative materials as set out in the communication plans for the programmes and priorities they are working on, which are aligned to Camden 2025. This will include publicising and preparing copy, social media posts and working closely with our in house Design Team to develop a range of publicity materials for all our channels. They will be creative and able to spot new opportunities for communications and developing relationships with external partners also communicating with Camden audiences.

### Role Purpose:

This role is responsible for working with directorates on corporate priority campaigns and service related communications to produce evidence-based communications strategies and plans. The post holder will use a wide range of communications skills and channels including marketing, digital, media and video to deliver innovative campaigns as set out in the Communications Strategy and aligned to Camden 2025. They will be experienced at evaluation and using results to measure impact/audience reach, and sharing learning from evaluation. The post holder 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, taking on responsibility for specific projects across a range of areas of the Council's work.

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

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

- Comprehensive communications and marketing plans that are evidence-based, and which use the most appropriate channels
- Develop core messaging and narrative to support successful campaigns and the communications strategy
- Produce creative and innovative campaign concepts and work
- Use a range of digital and multi-media channels to effectively promote council activity
- 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
- Provide advice to internal customers, including about when and how to use more self-service products
- Promote Communications internally to customers and deliver 'how to' surgeries for self service
- A single strategic forward plan in place for communications work for the Council
- Develop new opportunities for Communications working with partner organisations communicating with Camden audiences
- Act as a point of contact for external partners as appropriate.

### **About you**

For this role you will have:

- A wide range of communications experience and knowledge of channels including digital, media and marketing skills
- A strong track record delivering evidence-based campaigns and of measuring impact
- Experience of working on a range of projects with competing priorities simultaneously
- Degree level qualification or equivalent work experience
- Experience of account management, project management and planning work to deliver on time and on budget
- Experience prioritising resources and budgets
- Experience of providing strategic advice to board level, senior officers and elected members
- Experience working with external partners and stakeholders
- Ability to see new opportunities for Communications
- Crisis communications and emergency planning skills
- Political awareness and sound judgement
- Excellent oral and written communication skills

**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.

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.

**People Management Responsibilities:**

The role does not have any direct line management responsibility.

**Relationships:**

The role reports to the Senior Communications Manager.

They will form strong relationships with Communications Managers and work with them on campaigns and projects across the whole of the council's work. They will be comfortable working in a flexible matrix model and as a team member on a varied range of projects, using their excellent project management and reporting skills.

The role will need to form strong relationships with services and corporate projects, 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 communications plans and delivering joint projects.

The role will act as a point of contact for external partners as appropriate.

**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**

We want Camden Council to be a great place to work and to ensure that our communities are represented across our workforce. A vital part of this is ensuring we are a truly inclusive organisation that encourages diversity in all respects, including diversity of thinking. We particularly welcome applications from Black, Asian and those of Other Ethnicities, LGBT+, disabled and neurodiverse communities to make a real difference to our residents so that equalities and justice remains at the heart of everything we do. Click [Diversity and Inclusion](#) for more information on our commitment.

**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 is 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,