

Job Profile

Job Title: Communications Officer (Community Investment Programme)

Job Grade: Level 4, Zone 1

Salary Range: £38,297 - £44,424

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. Since the start of the pandemic, Camden's extraordinary community spirit has shone through and our communities have pulled together to support each other. As we continue to live with COVID-19, it's crucial that we continue to do everything we can to work with and support our communities - and this is especially important as we work to deliver the ambitions of We Make Camden, our recently published vision for the borough. In this role, you will support our Community Investment Programme (CIP) which is our programme bringing new homes, schools and community spaces for Camden's residents and communities.

About the role

In this role you will provide communications support for the Council's Community Investment Programme (CIP).

You will work with services on priority campaigns to produce evidence-based communications plans. You will use a wide range of expert communications skills and channels including printed materials, hoardings, digital and media to deliver innovative campaigns which help the council achieve the ambitions set out in our community vision We Make Camden. You will be experienced at evaluation and using results to measure impact/audience reach and sharing learning from evaluation. You will contribute to communications strategic forward planning and have a good understanding of the channel strategy and taking a multi-channel approach to communications. You will be creative and able to spot new opportunities for communications and develop new relationships with external partners also communicating with Camden audiences.

This post reports the Head of Strategic Communications and is within the Communications service which is part of Corporate Services. The role does not have any line management responsibility.

About you

You will bring to this role the experience and skills to:

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- Develop 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 communications strategies
- Produce creative and innovative campaign concepts and work
- Use a range of digital and multi-media channels to effectively communicate priorities
- 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 all those we work with informed
- Provide advice to internal customers, including about when and how to use more self-service products
- Contribute to the strategic communications forward plan for priorities and campaigns
- Develop new opportunities for Communications working with partner organisations communicating with Camden audiences including co-designing communications plans and delivering joint projects
- Work with communications colleagues also supporting CIP on campaigns and projects and be comfortable working as a team member on a range of projects, using excellent project management and reporting skills
- Work closely with and understand the priorities of service colleagues
- Be confident attending meetings with elected members and senior officers, and providing briefings on campaigns
- 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.

This position is 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

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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). 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 or post to 5 Pancras Square, London, N1C 4AG