

## **Job Profile - Communications Manager**

**Job Title: Communications Manager**

**Job Grade: Level 4, Zone 2**

**Salary Range: £45,042 - £51,870**

### **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 lead on planning, developing and creating resident-focused communications as we emerge from the pandemic and as we look to the future.

### **About the role**

We have an exciting opportunity for an experienced Communications Manager to join the Communications team at Camden Council. In this role, you will deliver high quality campaigns that support our top priorities and our strategic plan for the borough, Camden 2025. This role will take ownership of specific areas of council communications, including our council finances and priorities for our Corporate Services directorate (including customer services and our Town Hall renovations) as well as some work around business and the local economy. This role may also work on other priority issues as and when needed, including our ongoing response to COVID-19 and our renewal and recovery work.

The role's responsibilities and outputs will include:

- Ownership of specific areas of the Communications Strategy; and, a comprehensive forward plan of activity for their areas of responsibility
- High quality, evidence-based communications plans to meet the needs of the organisation, and reporting tools to show the impact and benefits of communications activity.
- Building and maintaining strong relationships with senior managers and service based colleagues, and professional expertise in order to deliver a comprehensive communications service.
- Management and leadership skills which contribute to a high performing communications team, and the ability to negotiate priorities and resources for their areas of responsibility

- Taking an account management approach to managing time and resources and having clear service standards in place and being met
- Acting as the main point of contact for external partners as appropriate.
- Actively seeking to develop new partnerships and opportunities for communications services.

### **About you**

You will have a degree-level qualification or equivalent work experience. To succeed in this important role in our communications team you will need to have strong writing skills, an excellent understanding of communications channels (including digital, media and marketing skills) and experience of targeting audiences effectively. You will be able to confidently demonstrate how you have evidenced, targeted, delivered and evaluated campaigns and communications activity. You will also have experience managing budgets and assigning resources to projects, and you will be comfortable and confident engaging with senior internal and external stakeholders. You will have experience of working in high-pressure situations, including crisis communications, as well as political awareness and sound judgement.

### **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 may 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 will not have direct line management responsibility; however, they will have oversight of staff working on specific projects to make sure communications 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 role will be expected to define priorities, set objectives, allocate work strands and negotiate resources for time-limited projects and manage the workload. The post holder will agree resources with the Head of Strategic Communications / Senior Communications Manager, and then oversee the work of staff drawn from the flexible matrix operating model.

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

### **Relationships:**

The role reports to the Senior Communications Manager.

The post holder will be expected to plan and prioritise work in their areas of responsibility and to negotiate the required resources with the Head of Strategic Communications / Senior Communications Manager, and also with colleagues in directorates.

The role will be required to 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 located in the core matrix.

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.

### **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 other ethnic groups, those who identify as LGBT+, neurodiverse and disabled people. 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,