

06 March 2023

## **Communications and Engagement Lead (Health and Wellbeing)**

**Grade: Level 5, Zone 1**

**Salary Range: £49,930 - £57,543**

### **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 in recent years including from the pandemic and cost of living crisis and the impacts on those who live, work and study in the borough. Throughout these issues 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 senior role, you will have the opportunity to join our Communications team and work very closely with our Director of Health and Wellbeing to lead on planning and delivering resident-focused communications in these important areas.

### **About the role**

This is an exciting new role in the strategic communications team that will provide senior level strategic communications advice and community / stakeholder engagement on the priorities for our Health and Wellbeing service. This service leads and supports a variety of work and commissions services in collaboration with local partners to promote and protect the health of everyone in Camden. The person successfully recruited into the role will work closely with Camden's Director of Health and Wellbeing to support local priorities through effective, evidence-based communications plans and good relationships with key stakeholders including resident groups, the community / voluntary sector, health partners, local and London-wide health organisations, our local NHS, UK Health Security Agency (UKHSA) and central government. The postholder will have experience of working in related areas of communications and community and stakeholder engagement with a range of partners, which they will be able to draw on to effectively communicate our priorities for Camden. The role will support priorities agreed by the Director of Health and Wellbeing and senior leaders in Camden - both officers and elected members.

This role will provide a link between the Health and Wellbeing service and Strategic Communications team. The role will be responsible for prioritising a portfolio of work, setting communications objectives and managing multi-channel campaigns and promotion of health and wellbeing initiatives, as well as developing good relationships with partners. The post holder will report to

the Head of Strategic Communications and will have a day-to-day reporting relationship to the Director of Health and Wellbeing, and will participate in senior management team meetings and events as required.

### **About you**

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

- Deliver communications including strategies, updates and briefings for senior officers and elected members as required
- Evidence-based communications plans for that reach residents and external stakeholders (local, London and national), and use the most appropriate channels
- Ensure communications materials make technical or complex information easy to understand for a range of audiences, and provide materials in a range of accessible formats and translations as needed
- Work with external partners and community / voluntary organisations connected to health and wellbeing priorities including co-designing communications plans and delivering joint projects
- Develop and maintain good relationships with key stakeholders from community / voluntary sector organisations, partners, and local, London and national government agencies
- Design and support community and stakeholder engagement events and shared approaches on key issues
- Stay on top of policy issues relevant to this portfolio of work and develop accessible campaigns and relevant comms materials for the council and which can be shared with partners
- Develop and deliver communications at pace and in collaboration with key stakeholders in response to emerging issues or incidents
- Develop creative and innovative campaigns and design work with Creative Services
- Maintain an excellent understanding of channels and the best approaches to reach audiences
- Apply effective evaluation to show impact and success of campaigns, and promote learning from evaluation.
- Apply project management and reporting to managing and monitoring work, and keeping colleagues and stakeholders informed

### **Work Environment:**

The Communications service operates in a flexible working model with a combination of working at our base at 5 Pancras Square and working from home. The role may co-locate with services when working on specific projects or campaigns.

The post holder maybe required to attend weekend and evening meetings.

**People Management Responsibilities:**

The role will not have direct line management responsibility. However, they may have oversight of other staff working on specific projects in their area of responsibility to ensure communications work is delivered to a high standard, on time and to budget.

**Relationships:**

The role reports to the Head of Strategic Communications with a strong day to day working relationship with the Director of Health and Wellbeing.

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

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.

**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**

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,