

Job Profile comprising Job Description and Person Specification

Job Description

Job Title: Marketing and Communication Manager	Grade: PO6
Section: Performance and Improvement	Department: Children's Services
Responsible to: Strategy and Policy Manager	Responsible for: Communications Lead Online Web & Digital Comms Officer(s) Task management of other Performance and Improvement staff through matrix management
Post Number/s: RWC8936	Date:

Working for the Richmond/ Wandsworth Shared Staffing Arrangement

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Borough Councils. The overall purpose of the Shared Staffing Arrangement is to provide the highest quality of service at the lowest attainable cost.

The Shared Staffing Arrangement aims to be at the forefront innovation in local government and the organisation will invest in your development and ensure the opportunities for progression that only a large organisation can provide.

This post is located within Wandsworth's Children's Services and remains accountable solely to Wandsworth Council as Richmond and Kingston have a separate independent organisation (Achieving for Children) delivering children's services.

Job Purpose:

To lead and manage the team responsible for all aspects of Marketing and Communication, for Children's Services.

Specific Duties and Responsibilities:

1. To Lead in the development and updating of the integrated marketing and communication strategies for Children's Services in consultation with the Director/ Elected members and Senior Management Team. Ensuring all strategies reflect both the corporate level and service level outcomes.

2. To act as a senior dedicated customer interface accountable for Marketing and Communications campaigns performance and service provision to Councillors and senior officers, providing strategic advice on innovative, audience-focused communications which promote the Children's Services reputation.
3. To manage Marketing and Communications strategies across Children's Services Directorate whilst working with the relevant managers.
4. To develop and implement innovative multi-channel and omnichannel, marketing and communication techniques for various internal and external stakeholder communities.
5. To manage and lead in Information management and governance of Children's services information in council's internal and public information systems i.e. Wandsworth Website and Family Information Service.
6. Manage relationships of both internal and external suppliers of services essential to communication and marketing work. Be involved in the commissioning of marketing and communication requirements to meet set objectives and goals.
7. To manage the marketing and communication team to ensure that all marketing and communication activities and projects are delivered effectively within set timelines and budgets.
8. Conduct market research, competitor analysis, monitor trends and produce reports for senior management team.
9. To work closely with the Head of Corporate Communication, Public Relations Manager, press office and other communications team to ensure internal communication activity is linked to external communication work. Working with corporate colleagues to ensure smooth delivery of all external communications from concept, content to final external communication
10. To provide advice and support for major external announcements and events, particularly those that are sensitive and potentially challenging.
11. Accountable for effective delivery of priority marketing, communications, and campaigns projects: matrix-managing beyond their direct team to make sure projects are delivered on time and on budget by securing and managing adequate resources and influencing across Children's Services Department. Actively pursue opportunities for teams to join up to amplify the impact of communication; and marketing where required.
12. Look outside the organisation to identify innovative approaches to Marketing and Communication for Children's Services Directorate.
13. Provide input to the design and implementation of priority communications and campaign programmes, ensuring projects are evidence based, have outcome focused objectives that have effective implementation and evaluation plans; with key stakeholders actively engaged in providing input and agreeing success measures and deliverables.

14. To manage staff in team
15. To manage Communication staff within the Performance and Improvement division, including the recruitment, appraisal, performance management and development of these staff.
16. To represent the SSA in dealing with external organisations and to deputise for the Head of Performance and Improvement as appropriate.

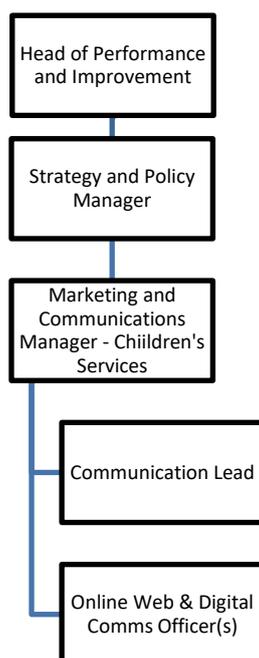
Generic Duties and Responsibilities

- To contribute to the continuous improvement of the Boroughs of Wandsworth and Richmond services.
- To comply with relevant Codes of Practice, including the Code of Conduct, and policies concerning data protection and health and safety.
- To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and work to create and maintain a safe, supportive and welcoming environment where all people are treated with dignity and their identity and culture are valued and respected.
- To understand the both Council’s duties and responsibilities for safeguarding children, young people and adults as they apply to your role within the Councils.
- The Shared Staffing Arrangement will keep its structures under continual review and as a result the post holder should expect to carry out any other reasonable duties within the overall function, commensurate with the level of the post.

Additional Information

- Maybe required to attend meetings such as committees, working groups and Partnerships outside of the normal working day.

Current team structure



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Our Values and Behaviours

The values and behaviours we seek from our staff draw on the high standards of the two boroughs, and we prize these qualities in particular:

Being open. This means we share our views openly, honestly and in a thoughtful way. We encourage new ideas and ways of doing things. We appreciate and listen to feedback from each other.

Being supportive. This means we drive the success of the organisation by making sure that our colleagues are successful. We encourage others and take account of the challenges they face. We help each other to do our jobs.

Being positive. Being positive and helpful means we keep our goals in mind and look for ways to achieve them. We listen constructively and help others see opportunities and the way forward. We have a ‘can do’ attitude and are continuously looking for ways to help each other improve.

Person Specification Requirements	Assessed by A & I/ T/ C
Knowledge	
Proven track record of successfully managing and leading on the development of a communication and/ Marketing programmes in a large complex political organisation	A/I/T
Best practice approaches to marketing, engagement, communication, and participation of intended audiences for communications and marketing	A/I

Experience	
Experience of working with Elected Members	A/I
Extensive experience of working with residents, or similar stakeholders.	A/I
Skills	
Experience of effectively using media whilst minimising risks.	A/I
Strong organisational skills that ensure plans are developed and implemented resulting in desired outcomes.	A/I
Excellent communication skills, able to write concise reports and deliver these to Senior Management. This also includes communicating effectively to a range of different audiences, producing relevant material for these audiences.	A/I
Ability to meet tight deadlines, whilst dealing with conflicting priorities.	A/I
Strong ability to set and meet own targets and those of the service.	A/I
Ability to maintain grip of project objectives in line with corporate and service plan.	A/I/T
Ability to build lasting, strong relationships and credibility quickly.	A/I
Proven stakeholder management.	A/I
Demonstrable understanding of the political nature of local and central Government and the Communications function within this climate.	A/I
Track record of leading communication and marketing projects in a strong performance management culture.	A/I
Excellent communication (oral and written) and inter-personal skills with the ability to foster strong effective working partnerships with members, staff, stakeholders, customers, Government departments and agencies.	
Experience successfully operating in an environment where priorities are constantly developed, changed and conflicting.	A/I
Ability to organise and present information in a compelling way to inform and persuade audience.	A/I
Truly flexible approach to working whilst adhering to Council policy and SSA Values.	A/I
Qualifications	
Educated to degree level or equivalent or demonstrable extensive experience work experience on graduate level ability	A/I

A – Application form / CV

I – Interview

T – Test

C - Certificate