**Job Profile comprising Job Description and Person Specification**

**Job Description**

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| **Job Title:**  Senior Communications Manager – Campaigns and Communications Planning | **Grade**:  P06 |
| **Section:**  Communications | **Directorate:**  Chief Executive |
| **Responsible to following manager:**  Head of Communications | **Responsible for following staff:**  Senior Communications and Campaigns Officer  Campaigns Officer |
| **Post Number/s:**  pending | **Last review date:** May 2024 |

**Working for the Richmond/Wandsworth Shared Staffing Arrangement**

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

Staff are expected to deliver high quality and responsive services wherever they are based, as well as having the ability to adapt to sometimes differing processes and expectations.

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

The Communications Team is at the centre of the Council and has a high impact on the services and audiences it serves. It provides strategic leadership on media relations, public relation, event management, community engagement, publications, social media management and monitoring, branding, design and the councils websites. It is also responsible for the operational oversight, delivery and coordination of all communications activity across the wider council.

**Job Purpose**

As the **Senior Communications Manager – Campaigns and Communications Planning**, you will be responsible for developing and implementing strategic communication and campaign plans to promote Wandsworth Council's projects, policies, and services. You will lead on behaviour change campaign efforts, strategic communications planning across the organisation, and proactive PR initiatives to enhance the council's reputation.

**Specific Duties and Responsibilities**

Specific Duties and Responsibilities

* You will confidently lead a team that manages multiple account areas, manage and mentor more junior team members, and directly work with Cabinet members and senior leaders, external stakeholders and suppliers.
* You will lead an empowered team and make empowered, informed and expert decisions around the right communications solution to a range of council initiatives.
* Communications Account Manager for Directorate Portfolios represented by 2 Councillors and managing 2x account team/Campaigns team staff
* Communications planning (GRIDS), and major campaign delivery and/or design
* Supporting HoC on Shaping policy development for behaviour change/population engagement
* Team leadership, management and development
* Develop and implement comprehensive campaign and communication strategies to support the council's objectives and priorities
* Proactively create compelling communications materials to communicate key messages to various audiences.
* Lead on the planning and execution of integrated campaigns across multiple channels, including digital, social media, print, and events.
* Monitor and evaluate the effectiveness of PR and communication activities, providing regular reports and insights to the Head of Communications and the Leader’s office.
* Stay informed about relevant issues, trends, and developments in local government, PR, and communications, and apply insights to enhance our approach.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of the Boroughs of Wandsworth and Richmond.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
* To adhere to security controls and requirements as mandated by the SSA’s policies, procedures and local risk assessments to maintain confidentiality, integrity, availability and legal compliance of information and systems
* To promote equality, diversity, and inclusion, maintaining an awareness of the equality and diversity protocol/policy and working 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 both Councils’ duties and responsibilities for safeguarding children, young people and adults as they apply to the role within the council.
* The profile is not intended to be an exhaustive list of the duties the post holder will carry out. Other reasonable duties commensurate with the level of the post, including supporting emergency and priority situations, will form part of the role.

**Our Values**

**THINK BIGGER**

**EMBRACE DIFFERENCE**

**CONNECT BETTER**

**LEAD BY EXAMPLE**

**PUT PEOPLE FIRST**

Our Values are embedded across the SSA and throughout all roles and responsibilities at all levels of the organisation. Please [familiarise yourself with our values](https://www.richmond.gov.uk/media/afdbdeao/five_values.pdf) as they are an integral part of our recruitment and selection process.

**Team structure**

A diagram of communication

Description automatically generated with medium confidence

**Person Specification**

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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.

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| **Person Specification Requirements** | | | | **Assessed by**  **A/I/T/C**  **(see below for explanation)** |
| **Knowledge** | **Essential** | **Desirable** | **Assessed** | |
| Outstanding writing, editing, and verbal communication skills | **x** |  | **A&T** | |
| Knowledge of local government policies and issues |  | **x** | **A&I** | |
| Excellent interpersonal skills, with the ability to build relationships and collaborate effectively with diverse stakeholders. | **x** |  | **I** | |
| **Experience** | **Essential** | **Desirable** | **Assessed** | |
| Experience in PR, media relations, or communications, preferably within a public sector or government environment. Previous experience as a journalist would be an advantage. | **x** |  | **A** | |
| Demonstrated ability to develop and execute successful PR campaigns, including crisis communications management. | **x** |  | **A** | |
| Knowledgeable of Wandsworth borough. |  | **x** | **A** | |
| **Skills** | **Essential** | **Desirable** | **Assessed** | |
| Ability to tailor messages for different audiences. | **x** |  | **T** | |
| Strategic thinking and problem-solving abilities, with a results-driven mindset | **x** |  | **I&T** | |
| Clear understanding of how to use and assess the effectiveness of social media and other e-marketing tools. | **x** |  | **A&I** | |
| **Qualifications** | **Essential** | **Desirable** | **Assessed** | |
| Bachelor's degree in communications, public relations, journalism, or a related field |  | **x** | **A** | |

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**