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

**Job Description**

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| **Job Title:** Deputy Head of Communications | **Grade**: MG1 |
| **Section:**Communications | **Directorate:** Chief Executive |
| **Responsible to following manager:**Head of Communications | **Responsible for following staff:**Senior Communications and Campaigns Officer (P04) x2Housing & Regeneration Communications ManagerDeputising media, marketing, publications digital, budget management and design coordination |
| **Post Number/s:**POS001308 | **Last review date:** October 2025 |

**Working for the Richmond & Wandsworth Better Service Partnership**

We’re Richmond & Wandsworth Better Service Partnership, the shared public service team for Richmond and Wandsworth Councils. Like any local authority, our role is to deliver the agenda of our elected members on behalf of the people who live and work in our part of the world. We deliver key services to our communities including social care, public health, children’s services, housing and regeneration and environmental and community services.

Our joint workforce creates efficiency and resilience by bringing more creativity to the way we work, more objectivity and adaptability too, helping us deliver better services for all our residents.

We’re here to help our communities thrive in a changing world, and to be there for the people who need us most we believe we need to keep adapting. That’s why, at Richmond & Wandsworth Better Service Partnership, you’ll be at the forefront of innovation in local government, and we’ll invest in you and offer you opportunities to grow in a way only our unique organisation can.

**Job Purpose**

As Deputy Head of Communications, you will support the strategic leadership of the Communications Team, ensuring high-quality, consistent and impactful delivery across all functions. You will deputise for the Head of Communications and lead on cross-cutting communications priorities, helping to shape the Council's narrative, build trust with residents, and promote key projects and initiatives.

You will manage senior team members, act as a key advisor to Cabinet Members and Directors, and drive integration of communications activity across the organisation.

You will act as portfolio lead for the largest council portfolio areas under Environment, Transport, Housing and Children’s Services, delegating to the Campaigns and Comms Planning team as required, and lead the Council’s approach to strategic communications planning, including oversight of the corporate GRIDS process.

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**

* Deputise for the Head of Communications as required, including attending Director’s board meetings, the Leader’s meeting, and leading communications input into corporate programmes of work.
* Act as portfolio lead for the Environment portfolio, advising the Lead Cabinet Member on communications issues and providing oversight of related communications plans.
* Oversee the Transport, Housing and Children’s portfolios, supporting direct reports to lead effective communications, provide sound advice and achieve positive outcomes.
* Lead strategic communications planning across the organisation, including ownership of the Council-wide GRIDS process and forward planning.
* Lead on behaviour change communications and campaigns that support resident engagement, health, safety, and civic participation.
* Provide oversight and assurance across all areas of communications: media and PR, campaigns and marketing, internal communications, design and digital channels.
* Lead the planning and execution of integrated campaigns across multiple channels, including digital, social media, print, and events.
* Proactively create compelling communications materials to communicate key messages to various audiences.
* Champion insight-led communications and embed a culture of evaluation, continuous improvement and innovation.
* Matrix or directly line manage senior communications professionals, ensuring clarity of direction, professional development and high performance.
* Deputise leadership of the Council's approach to crisis and emergency communications.
* Drive consistency and quality in branding, tone of voice, and resident-first messaging.
* Support the Head of Communications in service planning, budget management and service transformation.

**Generic Duties and Responsibilities**

* To contribute to the continuous improvement of the services of Richmond & Wandsworth Better Service Partnerships.
* To comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection, handling complaints and health and safety.
* To adhere to security controls and requirements as mandated by Richmond and Wandsworth 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 roles within the Councils.
* 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.

**Additional Information**

**Team structure**



**Person Specification**

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| **Responsible to:**Head of Communications | **Responsible for:**Senior Communications and Campaigns Officer (P04) x2Housing & Regeneration Communications ManagerDeputising media, marketing, publications digital, budget management and design coordination |
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**Our Values**

**THINK BIGGER**

**EMBRACE DIFFERENCE**

**CONNECT BETTER**

**LEAD BY EXAMPLE**

**PUT PEOPLE FIRST**

Our Values are embedded across Richmond & Wandsworth Better Service Partnership 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.

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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** |
| At least 5 years of 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** |
| Resident 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**