

## Job Profile comprising Job Description and Person Specification Job

### Description

<b>Job Title:</b> <b>Senior Communications and Campaigns Officer</b>	<b>Grade:</b> PO4-5
<b>Section:</b> Performance and Improvement	<b>Department:</b> Children's Services
<b>Responsible to:</b> Head of Schools Support & Traded Services	<b>Responsible for following staff:</b> Communications Officer Online Web & Digital Comms Officer(s)
<b>Post Number/s:</b> RWC8936	<b>Date:</b>

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

This role is employed under the Shared Staffing Arrangement between Richmond and Wandsworth Borough Councils. 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.

Wandsworth Children's Services is a dynamic department, committed to delivering excellent services and making a positive impact on our diverse community.

The Communications Team is central to the department and has a high impact on the services and audiences it serves. It provides strategic leadership on media relations, public relations, 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 department.

**Job Purpose:**

To lead and manage the team responsible for all aspects of Communication and Campaigns, for Children's Services. As the **Senior Communications and Campaigns Officer** you will be responsible for developing and implementing communication plans to promote Wandsworth Children's Services projects, policies, and services. You will create and lead behaviour change campaign efforts, communications planning, storytelling and content creation across the organisation, and identify and deliver proactive PR initiatives to enhance the department's reputation.

**Specific Duties and Responsibilities:**

1. To Lead in the development and updating of the 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 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 develop Communications strategies across Children's Services Directorate whilst working with the relevant managers.
4. Proactively create and write compelling communications materials to communicate key messages to various audiences.
5. Lead the planning and execution of integrated campaigns across multiple channels, including digital, social media, print, and events.
6. Monitor and evaluate the effectiveness of PR and communication activities, providing regular reports and insights to Senior Leaders.
7. 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.
8. 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.
9. To manage the communication team to ensure that all marketing and communication activities and projects are delivered effectively within set timelines and budgets.
10. Conduct market research, competitor analysis, monitor trends and produce reports for senior management team.
11. 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. Communications planning (GRIDS), and major campaign delivery and/or design with Head of Corporate Communications and colleagues.
12. To provide advice and support for major external announcements and events, particularly those that are sensitive and potentially challenging.

13. Accountable for effective delivery of priority communications, and campaigns projects: matrix-managing beyond their direct team to make sure at 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.
14. Look outside the organisation to identify innovative approaches to Communication for Children's Services Directorate.
15. To manage Communication staff within the team, including the recruitment, appraisal, performance management and development of these staff.

### **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**

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

### **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](#) as they are an integral part of our recruitment and selection process.

## Person Specification

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<b>Responsible to:</b> Head of Schools Support & Traded Services	<b>Responsible for:</b> Communications Lead Online Web & Digital Comms Officer(s)
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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 (see below for explanation)
Knowledge	Essential	Desirable	Assessed
Outstanding writing, editing, and verbal communication skills	x		A&T

Proven track record of successfully managing and leading on the development of a communication and/ Marketing programmes in a large complex political organisation	x		A&I&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
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
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
<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
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
<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed</b>
Bachelor's degree in communications, public relations, journalism, or a related field		x	A

**A – Application form / CV**

**I – Interview**

**T – Test**

**C - Certificate**