

JOB DESCRIPTION

Post Title: Head of Communications	
Department: Corporate Core	Post No:
Division/Section: Corporate Core / Executive	Post Grade: A
Location: The post holder would be based within the Bury campus, however, may be required to travel within the locality to deliver the requirements of the role.	
Special Conditions of Service: Authorised User Car Allowance. The nature of the post will require the post holder to work flexibly dependent on the needs of the job. This may include occasionally attending events or meetings outside of normal working hours and working agilely from different offices or home as appropriate. To contribute and participate in the Authority's emergency planning arrangements	
Accountable to: Chief Executive and to the Members of the Council as a whole and within the context of the decision-making processes in place.	
Immediately Responsible to: Executive Director (Strategy & Transformation)	
Immediately Responsible for: Communications Team	
Purpose and Objectives of the Post: <ul style="list-style-type: none"> Provide expert, high-quality leadership, development and implementation of the Council's Communication and Marketing functions. Ensure that the Communications strategy is supportive of the Council's Corporate Plan and aligned to the LET's 2030 Vision. Work strategically and ensure a regular dialogue with a range of partners and stakeholders across the Bury Locality, linking in with the wider Greater Manchester Communications and Engagement arrangements as required. Manage the Communications & Marketing function to deliver a transformation approach to this work across the Council. Ensure that the Communications Strategy is well planned, responsive to business needs and resources appropriately to deliver organisational priorities through undertaking all aspects of leadership and management of the function/ Safeguard the reputation of the Council, promoting the work of the organisation through the effective use of communications, engagement, marketing and branding. 	

Relationships: (Internal and External)

The post holder will be expected to build positive and effective working relationships with the following staff and stakeholders:

- Elected Members
- All Executive Directors and Chief Officers of the Council
- Lead Officers within the Team Bury Partnership, GMCA, regional and national bodies and agencies
- Government bodies
- The recognised Trade Unions
- All employees within directorate and employees across the Council Community leaders and internal stakeholders e.g. Staff Group Chairs with a focus on equalities and inclusion.
- Members of the public, residents, customers and their representatives
- Local, regional and national press and media contacts and agencies

Control of Resources:

Financial: Control of Revenue / Capital Budget

Personnel: Control, discipline, training and direction of all employees

Equipment: Ultimate responsibility for all equipment used

Health / Safety: Health, Safety and Welfare of all employees of the service and Council as a whole

Responsibilities:

1.0. Communications

- 1.1. Proactively raise the profile of the Council with all partners and stakeholders through development and implementation of approved strategies and work programmes.
- 1.2. Protect and enhance the reputation of the Council, ensuring that corporate brand guidelines are adhered to across the organisation, along with undertaking a review of the Council brand, visual identity and associated guidelines if deemed necessary.
- 1.3. Build credibility and trust both internally and externally through effective engagement and communications.
- 1.4. Provide and receive highly complex, sensitive and contentious information. Communicate and present information to a wide range of internal and external staff through joint and independent governance arrangements, elected members and the wider public and press where there might be barriers to understanding.
- 1.5. Negotiate with senior stakeholders on difficult and controversial issues and present complex and sensitive information to large and influential groups.
- 1.6. Persuade director level, senior managers and elected members of the respective merits of different options, innovation and new market opportunities.
- 1.7. Work with high-level technical expertise in relation to communications and engagement.
- 1.8. Provide expert advice on communications and marketing including in response to media enquiries, both proactively and responsively in a timely and accurate manner.
- 1.9. Develop and execute a targeted proactive PR strategy in order to raise the profile of the Council.

2.0. Corporate Leadership

- 2.1. As a member of the senior leadership group, provide direction, support and challenge to drive corporate objectives and ensure the Council leads the delivery of services that meet the needs of residents.
- 2.2. Supporting the Executive Director and Chief Executive in supporting and advising elected members, senior officers and external stakeholders on issues affecting partnership-wide policy, strategy and commissioning.
- 2.3. A member of the Corporate Core Management Team to provide joined up and efficient services which drive corporate strategy across the Council.
- 2.4. Participate in the objective setting process as part of the annual performance development and appraisal processes.
- 2.5. Maintain the security and confidentiality of all information in line with approved policies and procedures.
- 2.6. The role and nature of work required will not always be predictable and the post holder will therefore be required to work flexibly and occasionally outside of core business hours to meet service requirements.
- 2.7. Comply with relevant professional codes of conduct and accountability.

3.0. Resource Management

- 3.1. To lead, motivate, direct, manage and develop employed and commissioned staff to ensure strategic and operational priorities and work plans are delivered.
- 3.2. To ensure effective service integration and joint working across the Council working within and across traditional departmental boundaries.
- 3.3. As an employee of Bury Council you will contribute to a culture that values and supports the physical and emotional wellbeing of your colleagues.

Where an employee is asked to undertake duties other than those specified directly in his/her job description, such duties shall be discussed with the employee concerned who may have his/her Trade Union Representative present if so desired. (See paragraph 203 of supplemental Conditions of Service).

Person Specification

Assistant Director of People & Inclusion

SHORT LISTING AND INTERVIEW CRITERIA	ESSENTIAL	ASSESSMENT METHOD
Qualifications		
Educated to degree level or relevant equivalent experience	x	Application form, verification of certificates held
Relevant postgraduate or professional qualification with evidence of relevant CPD or relevant equivalent experience	x	Application form, verification of certificates held
A professional qualification in communications, public relation, marketing, organisational development or similar field (i.e. Member of the CIM, CIPR etc) or relevant equivalent experience	x	Application form, verification of certificates held
Work Experience		
Demonstrable management experience of large teams and budgets including Communications, OD and equalities services	x	Application form, interview
A proven track record of working at and influencing change at a senior level	x	Application form, interview, Assessment
Experience of using Performance Management to deliver organisational benefits	x	Application form, interview
Evidence of working effectively and collaboratively with a diverse range of professionals and partners, across organisational boundaries, with a proven track record of delivering change and improvement	x	Application form, interview, Assessment
Evidence of successful resource, financial and project management and applying rigorous monitoring and control procedures	x	Application form, interview, Assessment
Experience of successful matrix management	x	Application form, interview

Specialist Knowledge and Skills		
Significant experience of managing corporate services to achieve strategic outcomes	x	Application form, interview
An understanding of current best practice in local government service provision and opportunities for transformation	x	Application form, interview, Assessment
Knowledge of NHS, Local Government, GM, Public Sector Reform and the associated workforce strategies	x	Application form, interview, Assessment
Highly effective report writer and experienced in presenting/reporting at Board level	x	Interview/Assessment
Personal Skills		
Ability to motivate self and the wider team and to prioritise and act decisively.	x	Application form, interview/Assessment
Politically astute with experience of working in a political environment	x	Interview/Assessment
Excellent interpersonal skills that can be used to engage with a wide range of audiences.	x	Interview/Assessment
Strong analytical, information and problem-solving skills.	x	Interview/Assessment
Ability to develop and manage a high-performance based work culture in which continuous improvement is a key feature.	x	Application form, interview
Communicates orally in a clear, fluent, concise and appropriate way, which holds peoples' attention both in groups and in one-to-one situations.	x	Interview/Assessment
Makes firm and well-considered decisions about ideas and courses of action within realistic timescales.	x	Interview/Assessment
Displays assertiveness and independence of thought and action without overstepping agreed boundaries.	x	Interview/Assessment
Excellent facilitation and negotiation skills and experience of consensus building.	x	Application form, interview/Assessment

High standards of integrity, honesty and professionalism.	x	Interview/Assessment
Ability to show resilience and resourcefulness in the face of highly complex challenges/frequently changing environment	x	Interview/Assessment
Other Requirements		
Work outside of standard hours, including evenings and weekends may be required from time to time – including attendance at meetings and events.	x	Interview
A member of the out of hours emergency rota	x	Interview