**LONDON BOROUGH OF LEWISHAM**

**JOB DESCRIPTION**

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| Designation: | Head of Communications | Grade: | JNC 4 |
| Reports to  (Designation): | Assistant Chief Executive | Grade: | JNC Band 2 |
| Directorate: | Chief Executive | Section: | Communications |

**Main Purpose of the job:**

1. To provide strategic leadership, direction, management and control of the Council’s communications service, developing and delivering of the council’s communications strategies both externally and internally.
2. To be the principal strategic adviser to the Mayor, Chief Executive and the Council on all aspects of communications.
3. To ensure effective management of public affairs, reputation management and positive place branding
4. To be responsible for leading a team of communications professionals that will:

* Deliver an excellent strategic & collaborative service that
  + supports the delivery of the Corporate Strategy through development and delivery of insight-driven, impactful campaign plan aligned to the corporate priorities,
  + improves the council’s reputation,
  + makes effective use of a range of social media and other digital channels
  + and supports organisational transformation
* Continuously improve the service – with disciplines and processes that deliver impactful strategic communications
* Be a respected, advisory and support service which empowers and enables service areas to communicate effectively.

1. To be responsible for establishing and managing relationships with Communications leads with key strategic partners bodies within Lewisham and across the local government sector in London and nationally

* to support the delivery of the borough’s Community Strategy,
* to promote the role and reputation of the Council and borough locally, regionally and nationally
* and to deliver effective communications in times of emergency

1. Contribute to the overall corporate leadership and management of the Council

**As a Lewisham Manager you will:**

1. Be responsible for professional advice and support in your service area to deliver in partnership with others the council’s vision, values and ways of working.
2. Take overall responsibility for the planning and management of services, ensuring corporate, community and customer needs are identified and met.
3. Ensure the delivery of identified service objectives and continuous improvement of service targets.
4. Achieve results through the effective management and development of people.
5. Ensure the effective deployment of financial resources and compliance with statutory professional and organisational frameworks.

**Summary of Responsibilities and Personal Duties:**

1. Be the principal adviser to the Mayor, Chief Executive, Assistant Chief Executive and Council on all aspects of communications – both internal and external – and attend and advise Council meetings as necessary.
2. Work closely with senior management and the elected leadership team to help the council achieve its corporate strategy priorities and community engagement commitments.
3. Be responsible for the development and maintenance of communications strategies and plans for Lewisham Council, including the corporate narrative
4. Lead the communications team to deliver the agreed strategies and plans of the Council, taking responsibility for the performance, management and skills development of the team.
5. To have overall responsibility for the effectiveness, value for money and continuous improvement of all communications functions including media relations, marketing, social media, internal communications and design and brand.
6. To deliver effective and efficient communications and support in partnership with Borough and London Resilience partners in line with the councils emergency plan; to be responsible for all aspects of communications in times of an emergency.
7. Take personal responsibility for the management of communications of high profile issues, crises and matters of high sensitivity.
8. To encourage best practice and innovation by benchmarking and understanding current trends and new developments in communications technology, marketing, media and engagement.
9. To ensure that communications works closely with colleagues across the council to support the effective gathering of resident insight through delivery of effective, meaningful resident and community engagement.
10. To support staff thorugh the development of effective internal communications which provide information and support and enable change and transforamtion
11. Set, uphold and promote adherence to high standards of communications across the council, including style, brand and design guidelines, templates and standards.
12. Represent the Council externally and act as a spokesperson as appropriate.
13. Be on call outside office hours to provide advice to the Mayor, Chief Executive and senior officers on handling, and participate in dealing with, emergencies or crises.
14. Attend and advise Mayor & Cabinet meetings, Full Council and other meetings and events outside office hours as required
15. Ensure compliance with the Code of recommended practice on local authority publicity, GDPR and all other relevant legal requirements.
16. Represent the division and the Council’s interests both internally and externally creating opportunities to enhance the Council’s image, partnerships and services.
17. Develop, direct and manage a process of performance and service management, including the annual communications service plan, KPI’s, ensuring staff are managed within the council’s performance evaluation scheme and that financial and performance targets are identified, monitored and managed.
18. Be a member of the division’s senior management team (SMT) and make a proactive contribution to delivering directorate and corporate objectives.
19. Control, manage and monitor the Communications service budget within parameters set down by financial regulations. Ensure accountability, achieve value for money and that costs, fees and income are within targets and profiles.
20. Advise on new ways of working to achieve better outcomes, improved value for money, budget savings and increased income.
21. Commission and manage the work of external consultants or suppliers as required.

All employees are required to:

* To actively promote equality and diversity in the workplace
* Participate in the Performance Evaluation Scheme and to undertake appropriate training and development identified to enhance their work
* Carry out the duties of the post with due regard to the Council’s Dignity at Work Policy and core values.
* Comply with the Council’s Health & Safety policies and procedures at all times, taking due care for themselves, colleagues and members of the public
* Assist in carrying out the Council’s environmental policy within the day to day activities of the post
* Undertake other duties, commensurate with the grade, as may reasonably be required
* Treat all information acquired through employment, both formally and informally, in strict confidence

**Contacts**

**These will include**

**Internal Contacts:** These include the Chief Executive, Assistant Chief Executive and Chief Officers, the Mayor, Cabinet and other elected Members, other members of the Assistant Chief Executive’s Senior Management Team, the Mayor’s Office and senior staff in other Directorates

**External Contacts:** These include communication leads and senior managers at key partner organisations in Lewisham, other London local authorities, London Councils, the GLA and the LGA. Key journalists and commentators at local, regional, national and sector publications.

**Number of fully managed staff: 3 with a total of 15 in the group**

And, from time to time, as work-load dictates, other communications roles as required.

**PERSON SPECIFICATION**

**JOB TITLE: Head of Communications POST NO:**

**DEPARTMENT: Communications GRADE:** JNC 4

Note to Candidates

The Person Specification is a picture of the behaviours, skills, knowledge and experience needed to carry out the job. It has been used to draw up the advert and will also be used in the shortlisting and interview process for this post.

Those categories marked 'S' will be used especially for the purpose of shortlisting.

If you are a disabled person, but are unable to meet some of the job requirements specifically because of your disability, please address this in your application. If you meet all the other criteria you will be shortlisted and we will explore jointly with you if there are ways in which the job can be changed to enable you to meet the requirements.

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| **Equal Opportunities** | Commitment to implement the Council’s Equal Opportunities Policies  Awareness of equalities issues within an inner London authority and experience of using communications to promote equality and diversity | **S** |
| **Knowledge & Experience** | Up to date knowledge of communications channels, evaluation techniques and the traditional, broadcast and social media environments.  Experience of leading and managing a communications team in a large multifaceted organisation, with a track record motivating the team to meet organisational objectives and implementing performance management processes within a similarly complex and challenging environment.  Experience of successfully managing ‘crucial conversations’ with staff.  Experience of effective internal communications and supporting staff engagement  In depth and up to date knowledge of the communication challenges facing local authorities and public bodies.  Excellent understanding and experience of the political interface in a local authority and the role and needs of elected members.  Demonstrable extensive experience, at a senior leadership level, of communications management in a local authority  Extensive experience of successfully managing relationships and stakeholders within a political environment and at a senior executive level.  Substantial experience of successfully developing and implementing communications strategies to deliver agreed organisational outcomes  Substantial experience of devising, leading and delivering communications initiatives and insight-driven, impactful campaigns, both internally and externally.  Experience in reporting to senior stakeholders and Council committees. | **S**  **S**  **S**  **S**  **S**  **S**  **S**  **S** |
| **Aptitudes & Skills** | Exceptional communication skills – able to speak confidently, persuasively and articulately and to write clearly and effectively for a range of audiences and formats (from a social media post to a council committee report) on a range of issues.  Ability to identify and manage threats to the reputation of the authority and opportunities to promote and raise the reputation of the borough.  Highly organised, able to prioritise and handle change, and to lead a team to work calmly and effectively under pressure and to meet deadlines  Excellent ability to use information technology including MS Office and financial and human resources management systems.  Proven project management and financial management skills  Highly astute, with the ability to identify long and short term risks and opportunities, and to think creatively and work collaboratively to develop and deliver practical solutions | **S**  **S**  **S** |
| **Personal Qualities/Behaviours** | Be **resident focused.** With the ability to listen to learn, think broadly and find solutions, make decisions and take action.    Be **ambitious to improve.** A person who takes responsibility, creates and innovates, measures and evaluates.  Take a **one council** approach. Inspiring and communicating, trusting and empowering, collaborating. Work closely with colleagues from across the Council.  A positive, optimistic, ambitious and creative story teller who is able to work with the political and managerial leaders of the authority to develop and refine the Council and borough’s brand, vision and messaging.  A strong and highly motivated leader and team player with energy and credibility who commands the confidence of Members, senior managers, staff, partners and stakeholders.  Personal authority and stature to lead by example, achieve successful outcomes and able to act firmly and decisively both corporately and collaboratively.  A strong commitment to probity, honesty and openness, treating people consistently, fairly and with respect  Evidence of commitment to continued professional development. |  |
| **Qualifications** | A professional qualification in marketing, communications or public relations. AND/OR Membership of a professional organisation eg CIPR, CIM. | **S** |
| **Circumstances** | Able to attend meetings in the evenings; to work outside normal office hours; and to work beyond minimum hours as and when required to achieve deadlines. |  |
| **Physical** | Generally must meet LB Lewisham requirements for the post. |  |

**Other requirements**

* Politically restricted officer post.

**Political Restricted Posts**

The Local Government & Housing Act 1989 imposes restrictions on political activities for certain categories of local government employees. In accordance with this legislation, this post is politically restricted and as such the post holder must refrain from being a candidate for election, an election agent or sub agent, an officer of a political party, or sub committee of such a party or canvass, speak to the public at large, publish written or artistic work or display posters in support of a political party or sub group of such a party.