

Job Description



Job Title: Communications Account Lead	Service Area: Policy and Communications	
Directorate: People, Policy and Communications	Post Number: TBC	Job Evaluation Number: 5497
Grade: PO6	Date last updated: June 2020	

People at the heart of everything we do

We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.

Equality and Diversity

We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work.

Protecting our Staff and Services

Adherence to Health and Safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good Health and Safety practices and manage risks appropriately.

Corporate parent

Every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.

Overall purpose of job

1. To act as a senior dedicated customer interface accountable for Communications and Campaigns performance and service provision to Councillors and senior officers, providing strategic advice on innovative, audience-focused communications which promote the Council's reputation.
2. Coordinating all the resources of the Communications and Campaigns team to develop and deliver specialist communications services that enable stakeholders and customers to engage with and make informed use of the service(s) and where appropriate, to instigate behavioural change in our customers/stakeholders.
3. Establish a programme of regular engagement with senior officers, partners and stakeholders: undertaking discussions from the early stages of policy and service

development to identify communications implications and reputational risks; explaining and negotiating communications strategy and plans.

4. Actively contribute to the development of the Councils Communications and Campaigns Strategy and underpinning plans.
5. Provide input to the design and implementation of priority communications and campaign programmes, ensuring projects are underpinned by -
 - Robust evidence,
 - measurable, outcome-focused objectives (which complement and support Council priorities/business objectives)
 - and effective implementation and evaluation plans; with key stakeholders actively engaged in providing input and agreeing success measures and deliverables.
6. Establish a programme of regular engagement with senior officers, partners and stakeholders: undertaking discussions from the early stages of policy and service development to identify communications and campaigns implications and reputational risks; explaining, negotiating and delivering a communications strategy and plans.
7. 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 Council service areas and the wider People, Policy and Communications team. Actively pursue opportunities for teams to join up to amplify the impact of communications.
8. Look outside the organisation to identify innovative approaches to communications and opportunities for income generation.

Job context

1. The post holder reports to the Strategic Communications lead.
2. As a member of the Directorate management team the post holder will work collaboratively to deliver the key Directorate plans in line with Council's priorities, putting people at the heart of what we do.
3. The post holder will be responsible for commissioning communications to meet key objectives.
4. The post holder may be required to have a line management responsibility for service based communications or project staff. If this is the case the post holder will be required to deliver performance management for designated staff, including performance appraisal, conduct and capability, motivation, coaching, training and identifying training needs of the individual or team.
5. The role will work collaboratively across the Council and within the Communications and Campaigns team operating across services and disciplines to provide the best possible customer service and delivery of tangible outcomes.

6. The post holder is responsible and accountable for the budget(s) delegated to the post holder and responsibility for specific communications activities as they arise when they arise.
7. The role will require the management of projects and the post holder will be required to manage multi-disciplinary cross-departmental programme and project teams often including partners and key stakeholders.
8. The post holder will be engaged with contentious and/or sensitive press and media issues that arise as part of the areas of responsibility for this post. The role will need to act with discretion and ensure confidentiality in delivery of advice and communications outcomes.
9. The role will work collaboratively with the Communications and Campaigns team to strategically plan and implement marketing campaigns, consultations and public affairs. The role is expected to collaborate on projects and initiatives contributing creatively and innovatively to the style, tone and image, exploiting the Council's media, digital and printed channels for the best outcome.
10. The post holder will have a role in media crisis management communication planning and delivery of media handling strategies on key issues to protect the Council's reputation.
11. The post holder may be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and elected Members, and external bodies.
12. The post holder has specific Health and Safety responsibilities in respect of the Communications and Campaigns function.

Key Tasks and Accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

The Communications and Campaigns Account Lead will work as part of a team of five, supporting Newham Councils Directorates specific responsibilities and communications requirements. The Account leads will work as a team and act flexibly ensuring consistent communications support and excellent customer service across all the Councils Directorates. Core responsibilities include -

1. To implement a comprehensive strategic communication plan for the Directorate. This includes effective engagement with all stakeholders including, elected members, residents, partners and the wider community of Newham.
2. Lead on the communications (internal and external) and event functions, managing the press, marketing, web and events in line with the Directorates delivery plans and strategies.

3. To develop positive engagement with the press and media, ensuring that strong relationships are built and maintained. This includes ensuring that Newham Council's and the Directorates public profile is managed effectively.
4. To support the Directorates management team and lead Member by providing advice and expertise on communication strategy, research, change, business intelligence / data and service performance management data and scrutiny.
5. To work closely the Mayor's office to ensure effective alignment and high quality support.
6. Ensure all channels of communication are monitored regularly and any issues responded to effectively and with pace. This includes ensuring that the whole service understand and provide consistent messages internally and externally.
7. To project and create a positive image of the Borough and the Directorates programmes and initiatives.
8. To produce and maintain a 12-18 month forward plan of relevant activities and opportunities.
9. To commission from within the communications team or external consultants, high quality materials, content, platforms required to support the Directorates plans and strategies.
10. To provide strategic advice, communications risk mitigation and crisis management to the project teams, director and other stakeholders as necessary
11. To provide connections to wider council initiatives and resident engagement processes.
12. Establish and maintain effective working relationships with colleagues, Members, the Mayor, and provide briefings when required.
13. Ensure effective strategic communications advice is in line with the Newham's and the Directorates agenda and council's priorities.
14. The post holder will review technologies to explore new developments in the digital landscape to find ways to achieve value for money and to enhance communications messaging and campaigns.
15. To lead work across the Communications and Campaigns team and Council services to ensure an annual programme of agreed content and campaigns that actively contributes to delivery of the Councils Communications and Campaigns strategies.
16. Actively use and interpret feedback, evaluation, research and survey data, etc. to ensure evaluate the effectiveness of the Directorates campaigns and the Council web platforms to ensure the needs of residents and the Council are being met.

17. Ensure that all communications and commissions meet statutory guidelines and adhere to the relevant legal and voluntary controls on local government publicity.
18. Implement consistently high customer service standards and levels of customer service and monitor performance using the Councils performance and project management frameworks.
19. Take responsibility for interpretation and delivery of accessible communications in all formats and across all channels.
20. Respond strategically to rapidly changing priorities and needs in relation to senior member, office and organisational requirements and actively manage competing and high level priorities and projects.

<p>Job Title: Communications Account Lead</p>	<p>Service Area: People, Policy and Performance</p>
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IMPORTANT INFORMATION FOR APPLICANTS

The criteria listed in this Person Specification are all essential to the job. Your application form must demonstrate clearly and concisely how you meet each of the criteria. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Where there is an alternative method of assessing the criteria, e.g. via a test or interview, this will be indicated below. Please give specific examples wherever possible.

Behaviours and competencies

The London Borough of Newham has identified six key behaviours and competencies which should be demonstrated by all Council employees. Successful candidates will show the ability to meet these behaviours and it is essential that you give **at least one example** of your ability to meet each of the behaviours. Candidates applying for managerial/ leadership roles should also demonstrate two additional management behaviours.

CRITERIA	METHOD OF ASSESSMENT
<p>Qualifications:</p> <p>An appropriate degree level qualification or demonstrable extensive experience.</p>	<p>Application</p>
<p>Knowledge/experience:</p> <p>Proven track record of successfully leading on the development of a communication programme in a large complex political organisation</p> <p>Experience of working with Elected Members</p> <p>Extensive experience of working with residents, or similar stakeholders.</p>	<p>Application/interview</p>
<p>Skills and abilities:</p> <p>Demonstrable effective strategic planning expertise to achieve the implementation of the Affordable homes communication plan as follows:</p>	<p>Application/Interview</p>

<p>and external customers.</p> <ul style="list-style-type: none"> • Responsive to resident feedback and works to understand and internalise the lived experience of our services by residents. • Prioritises appropriately between the competing demands of customers and residents. • Regularly reviews, and takes responsibility for the quality of the service and acts upon customer feedback to improve both quality and delivery. 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>Working together and collaboration</p> <ul style="list-style-type: none"> • Builds effective relationships with internal and external customers. • Shares information with stakeholders and involves them in decisions that affect them. • Is proactive in generating ideas and solutions across the organisation. • Brings out the best in team members as a leader or a peer. 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>Aim high</p> <ul style="list-style-type: none"> • Delivers what they promise and continuously strives to improve performance. • Understands how the organisation's vision impacts on them and their team. • Shows commitment to achieving the organisation's goals. • Encourages solution focused problem solving and tenacity when faced with challenges. 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>Accountability, ownership and judgement</p> <ul style="list-style-type: none"> • Aware of their accountabilities and takes responsibility for their own actions. • Provides clear measures of success and delivers constructive performance feedback. • Seeks to effectively resolve conflict at an early stage to prevent problems escalating. • Moves things forward with enthusiasm. 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>Say it like it is, setting direction and leading change</p> <ul style="list-style-type: none"> • Makes time to listen to others and provides open and honest feedback to help others to learn and increase performance. • Readily embraces change and capitalises on opportunities created by change. • Encourages people to be creative and innovative in their work and reviews success to build on what has 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>

<p>gone well.</p> <ul style="list-style-type: none"> Clearly communicates vision and corporate direction. Visible at all levels of the organisation demonstrating an inspirational leadership style. <p>Show people who you are</p> <ul style="list-style-type: none"> Leads by example and sets a positive example for others to follow; is enthusiastic, approachable and motivational. Treats people as individuals in a respectful and friendly manner. Sees diversity in their team and the community they serve as positive and demonstrates a pro-active approach to promoting equality of opportunity. Manages their own emotions appropriately. <p>Commercial focus</p> <ul style="list-style-type: none"> Always seeks value for money in all projects and initiatives. Manages and plans the use of resources and budgets effectively Consider, and be able to articulate, the financial impact of your actions and decisions in the use of public funds Identifies and manages the risks in a course of action. Follow the Council’s Scheme of Delegation, Contract Standing Orders and Financial Regulations. Examines how partners, stakeholders and the commercial sector can support what we do. <p>Talent management</p> <ul style="list-style-type: none"> Takes time to coach others and looks for opportunities to delegate challenging work as a development opportunity. Encourages the sharing of best practice and supports employees to be the best they can. Treats mistakes as an opportunity to learn. Provides constructive feedback to improve performance. Identifies high and under performers and ensures people are supported to improve and/or rewarded. 	<p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p> <p>Application/Interview</p>
<p>OTHER SPECIAL REQUIREMENTS:</p> <p>Politically Restricted Post</p>	<p>Satisfactory clearance at conditional offer stage</p>

