Northumberland County Council JOB DESCRIPTION

Office Use

Service: Communications. HR

Test Title Commanications Load (Internal)		Control Communications, The		000
Band: 10 Responsible to: Head of Communications		Workplace: County Hall, Morpeth		JE Ref: 3304 and
		Date: May 2017	Manager Level:	3305
Investigates and advise	es on complex communications issues.		highly specialist advice and media support se	ervices to the organisation.
Resources S	staff Team of Communications Office	s (approx. Five of varying bands)		
Fina	programme supporting the Coun		of Workforce and Organisation Development an ent Strategy. Responsibility for some budge	
Phys		unications interventions and respor in their portfolio and the wider Cou	sible for leading and supporting the developm	nent of the internal and external
Clie	ents Ensure compliance with relevant Service and other stakeholders.	legislation, developing relationship	s with Elected Members, Executive Directors,	Service Directors, Heads of

Duties and key result areas:

Post Title: Communications Lead (internal/external)

- 1. To provide professional advice to and develop strong working relationships with Elected Members, Executive Directors, Service Directors, Heads of Service and other stakeholders as required on all matters of strategy and policy, relating to communication services. This includes work with the Chief Executive, Leader and other senior elected members and officers to manage the reputation of the Council and ensure that their duty to provide information to the public is met. This includes the preparation of strategic reports, briefings and advice on sensitive, complex or confidential issues.
- 2. To ensure the provision of an integrated, efficient and effective Communications service to all staff members, managers and external stakeholders.
- 3. To develop the management capability of line managers, equipping them with the knowledge and skills to handle communications responsibilities.
- 4. To contribute to the formulation, agreement and delivery of the Communications and Engagement Strategy and Action Plan by providing a high-quality service to ensure the organisation meets a range of key performance indicators.
- 5. To be responsible for the management of a range of all aspects of frontline communications within a designated portfolio of services within the council for a designated service.
- 6. To manage and co-ordinate the delivery of the Council's People Strategy supporting Senior HR Managers/Business Partners.
- 7. To manage and coordinate, as appropriate, ensuring delivery of a wide range of communications interventions with strategic purpose linked directly to the organisations overarching Strategy and the strategic priorities for Northumberland County Council outlined in the Corporate Plan.
- 8. To manage a team of Communications Officers who provide frontline communications support across the Council.
- 9. To provide support and development to the senior management team on all aspects of communications, engagement and marketing related matters.
- 10. To advise managers in the planning and implementation of organisational change processes and manage any subsequent redeployment and redundancy issues.
- 11. To provide communications advice and guidance to managers in carrying out disciplinary, grievance and performance issues including HR panel advice at internal hearings up to and including dismissals and employment tribunals.
- 12. To plan, organise and manage specific key projects with organisational wide implications.
- 13. Develop and deliver both formal (teaching in a classroom to groups of staff) and informal training (usually 1:1 in the workplace or smaller groups such as managers meetings).
- 14. Conduct briefings to large groups of staff on workforce and organisational development issues for example; change management, induction etc.
- 15. Responsible for giving advice and guidance on specialist workforce issues e.g. Equality and Diversity
- 16. To promote concepts of equality of opportunity and management of diversity, ensuring that practices are transparent and non-discriminatory.

- 17. To present formal management reports (verbal, written and in presentation format) to a wide audience including (staff, members, committees, and the public).
- 18. Ensure workforce information is used appropriately to support management decisions (e.g. sickness absence, turnover, vacancy rates etc) within a dedicated service portfolio.
- 19. To support Workforce/OD projects including recruitment activity which support the overall organisational efficiency programme of Northumberland County Council.
- 20. Develop and maintain appropriate work records to the required service standards, observing data protection, privacy and confidentiality rules and procedures.
- 21. Provide support and advice to relevant officers across the Council in developing and implementing effective development programmes and supporting managers to embrace an ethos of developing people.
- 22. Develop and maintain positive collaborative relationships with all relevant internal and external stakeholders to ensure the successful delivery and implementation of strategic organisational development interventions within deadlines.
- 23. Where necessary, manage allocated staff, ensuring that all aspects of supervision, workload allocation, monitoring of work standards, motivation and personal development of staff are properly addressed.
- 24. Actively promote and represent the interests of the County Council in relation to service activities and policies at local, regional and national level, as appropriate.
- 25. Attend and contribute to relevant committees, meetings, seminars and participate in task groups as required.
- 26. Will play an active role during crisis/emergency situations. Supporting with media and ongoing communications, as well as advising senior officers on best approach.

The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Work Arrangements	
Physical requirements:	Sedentary office work with occasional need to stand, walk and lift.
Transport requirements:	Will involve travel to venues, area offices or training venues throughout the County and further afield on occasion.
Working patterns:	Hybrid, normal office hours. Occasional weekend working i.e. for events, and possible attendance at evening meetings.
Working conditions:	Will share On-Call duties and support in times of emergency.
	Mainly indoors

Northumberland County Council PERSON SPECIFICATION

Post Title: Communications Lead (internal/external)	ervice: Human Resources	Ref: 3304/3305
Essential	Pesirable Pesirable	Assess by
Qualifications and Knowledge		-
Educated to degree level or equivalent in a relevant subject Relevant professional or managerial qualification or significant experience of operating at a se Evidence of continuous professional development related to one or more aspects of commun management, which reflects commitment to effective management in a large organisation Recent and relevant post qualification training, additional qualifications and/or evidence of cor professional development including management development e.g. CIPR membership. In-depth knowledge of professional theory, practice and procedures, and contemporary issue relation to the role. This includes high levels of expertise relating to media and reputational management as well as emerging communications practices. Understands the diverse functions of a large complex public sector organisation, and its cross issues and challenges In-depth knowledge of professional communications functions and practices and associated media/information handling. Knowledge of current inter/national laws, regulations, policies, procedures, trends and develor relevant to the role. Commercially aware and understands the relationship between costs, quality, customer care corporate performance assessments. Understanding of relevant legislation and requirements such as corporate manslaughter, heal	cations attinuing s in cutting coments and	(a), (i) (t), (p)
safety, procurement, equalities and diversity, risk management etc		
Recent significant post-qualification experience in a relevant context. An evidenced track record of successful management and achievement of objectives in an organisation of comparable scope and complexity and of fulfilling statutory obligations. A demonstrable track record of leading practice delivering outcomes that require collaborative approaches both within the organisation and with external partners. A successful track record of engaging effectively with others at a senior level and building propartnerships with key stakeholders in the public, private and voluntary sectors. Substantial experience and demonstrable success in managing change and of securing the sothers in the process. Experience and a proven track record in the formulation and delivery of strategies and policie an organisation of comparable scope and complexity. Experience in managing projects and programmes to successfully achieve objectives. Demonstrable evidence of providing visible, empowering and motivational leadership and fost positive organisational culture.	ductive upport of s within	
Skills and competencies		
Ability to schedule and organise own time and work independently with minimal supervision Ability to plan and organise a broad range of complex activities Excellent communication and interpersonal skills including negotiation and influencing skills Sound knowledge of staff management techniques in order to manage own staff and be able	to advise	I/R/T

managers to address their own issues.					
The ability to deliver an innovative and forward thinking Communications Strategy to support the					
delivery of directorate plans.					
Is an effective advocate for the Communications service and organisation both internally and					
externally.					
Maintains a professional demeanour in stressful and difficult situations.					
Good negotiation and communication skills and able to persuade others to adopt an alternative point of					
view.					
Ability to recognise potential people management problems, develop options for their resolution and					
support managers to deliver pragmatic solutions with risks identified at a senior level.					
Physical, mental, emotional and environmental demands					
Normally works from a seated position with some need to walk, bend or carry items.		I/R/Q			
Need to maintain general awareness with lengthy periods of enhanced concentration.					
Pragmatic approach to deal with complex, difficult and emotional situations.					
Contact with staff/public/clients in dispute with the County Council.					
Tenacity and resilience.					
Motivation		ı			
A strong corporate orientation and a commitment to tackling issues in a non-departmental manner.		I/R/Q			
Commitment to the values of the Communications function and to professional development of self and					
others.					
Commitment to team and team members, demonstrating strong leadership and team building qualities					
with a responsive style.					
Dependable, reliable and keeps good time.					
Models and encourages high standards of honesty, integrity, openness, and respect for others.					
Helps managers create a positive work culture in which diverse, individual contributions and					
perspectives are valued.					
Proactive and achievement orientated					
Works with little direct supervision.					
Other					
Able to meet the transport requirements of the post					

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits