

Northumberland County Council
JOB DESCRIPTION

Post Title: Communications Lead (internal/external)		Service: Communications, HR		Office Use JE Ref: 3304 and 3305
Band: 10		Workplace: County Hall, Morpeth		
Responsible to: Head of Communications		Date: May 2017	Manager Level:	
Job Purpose: Manages the performance of a section of the Communications service. Provides highly specialist advice and media support services to the organisation. Investigates and advises on complex communications issues.				
Resources	Staff	Team of Communications Officers (approx. Five of varying bands)		
	Finance	Contributing to the efficient and effective running of the Directorate of Workforce and Organisation Development and supporting the wider programme supporting the Council's Communications and Engagement Strategy. Responsibility for some budgets, procurement and commissioning costs in up to >£0.2m. Authorised signatory for travelling expenses.		
	Physical	Maintain and operate key communications interventions and responsible for leading and supporting the development of the internal and external communications programme within their portfolio and the wider Council.		
	Clients	Ensure compliance with relevant legislation, developing relationships with Elected Members, Executive Directors, Service Directors, Heads of Service and other stakeholders.		
Duties and key result areas: 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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)		Service: Human Resources	Ref: 3304/3305
Essential		Desirable	Assess by
Qualifications and Knowledge			
<p>Educated to degree level or equivalent in a relevant subject</p> <p>Relevant professional or managerial qualification or significant experience of operating at a senior level</p> <p>Evidence of continuous professional development related to one or more aspects of communications management, which reflects commitment to effective management in a large organisation</p> <p>Recent and relevant post qualification training, additional qualifications and/or evidence of continuing professional development including management development e.g. CIPR membership.</p> <p>In-depth knowledge of professional theory, practice and procedures, and contemporary issues in relation to the role. This includes high levels of expertise relating to media and reputational management as well as emerging communications practices.</p> <p>Understands the diverse functions of a large complex public sector organisation, and its cross cutting issues and challenges</p> <p>In-depth knowledge of professional communications functions and practices and associated media/information handling.</p> <p>Knowledge of current inter/national laws, regulations, policies, procedures, trends and developments relevant to the role.</p> <p>Commercially aware and understands the relationship between costs, quality, customer care and corporate performance assessments.</p> <p>Understanding of relevant legislation and requirements such as corporate manslaughter, health & safety, procurement, equalities and diversity, risk management etc..</p>		Relevant management degree e.g. MBA, DMS	(a), (i), (t), (p)
Experience			
<p>Recent significant post-qualification experience in a relevant context.</p> <p>An evidenced track record of successful management and achievement of objectives in an organisation of comparable scope and complexity and of fulfilling statutory obligations.</p> <p>A demonstrable track record of leading practice delivering outcomes that require collaborative approaches both within the organisation and with external partners.</p> <p>A successful track record of engaging effectively with others at a senior level and building productive partnerships with key stakeholders in the public, private and voluntary sectors.</p> <p>Substantial experience and demonstrable success in managing change and of securing the support of others in the process.</p> <p>Experience and a proven track record in the formulation and delivery of strategies and policies within an organisation of comparable scope and complexity.</p> <p>Experience in managing projects and programmes to successfully achieve objectives.</p> <p>Demonstrable evidence of providing visible, empowering and motivational leadership and fostering a positive organisational culture.</p>		Experience of a range of strategic management functions. Implementing alternative service delivery models to achieve value for money.	(a), (i), (r)
Skills and competencies			
<p>Ability to schedule and organise own time and work independently with minimal supervision</p> <p>Ability to plan and organise a broad range of complex activities</p> <p>Excellent communication and interpersonal skills including negotiation and influencing skills</p> <p>Sound knowledge of staff management techniques in order to manage own staff and be able to advise</p>			I/R/T

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