
DIRECTORATE : Communities, Transformation and Change - Support Services
 SERVICE AREA : Communications and Marketing

JOB TITLE : **Communications Officer**
 GRADE : 6/7 - 9/10

Communications and Marketing

The new Communications and Marketing team (C+M) will provide high quality support and advice to protect the reputation of the council and other organisations working in the public sector. To do this the team will truly engage residents and staff with the work of the council and partners.

A new flexible C+M will work together as one team to add real value and meet the current challenges of communications and the public sector:

- Communicating in the 24/7 age, where social media dominates and traditional ways of communicating are being surpassed
- Improving transparency and customer service by making more relevant information rapidly and readily available online
- Supporting the growing range of clients and organisations working in public sector roles, such as academies and health providers

To be strategic, creative and effective the team provides:

- Strategic advice and challenge to the top of the organisation - ensuring communications strategy, and understanding of audiences and customers is integrated into the delivery of the councils priorities
- Creative content - ensuring that the message is communicated to the right people, at the right time and in a way that they can understand and respond to.
- Strategic delivery – underpinning C+M will be effective: communications project planning, allocation of resources, understanding of audiences, work processes and work flow management.

To do this C+M will develop a high quality and professional team who are motivated, skilled, and flexible. They will be able to provide their advice and support across the organisation and also with other clients and partner organisations.

Developing the team is at the heart of the service. Individuals will be provided with opportunities to gain a wide range of professional skills, from media management to campaign planning - across the full breadth of the public sector covering health, education, economic development, community support and social care.

Please read the document [overview of service](#) for more information about the team.

ABOUT THE ROLE

As a C+M officer you will support the work of Liaison, Content or Projects within the wider team. Your primary focus of work will change over time in line with your development needs and work demands.

You will have a designated line manager to support you in the development of professional skills and provide regular feedback on your performance.

During your working week you will work on a range of activity or projects, this will be assigned to you by specific Senior Officers, and you will be responsible for the quality, creativity and timeliness of your work.

You may work on a range of activity or a number of projects at any given time – and this will be clear within your objectives. This will require you to manage your time and use your planning skills.

A typical day as an officer could include:

- Providing professional advice and support to improve and protect the reputation of the organisation, being proactive and using your initiative to deliver agreed outcomes.
- Flagging up risk to the reputation of the organisation.
- Supporting C+M day to day activity and projects to ensure they are delivered effectively and meet defined objectives using appropriate media channels and messages.
- Clearing communication media messages with senior managers, lead members and councillors.
- Monitoring the effectiveness of communications and marketing work to meet requirements and providing this feedback to improve activity.
- Briefing of colleagues, and specialist services that support C+M activity. In addition briefing external suppliers in line with procurement procedures.
- Dealing with colleagues and Councillors in a sensitive and appropriate way, managing conflicting demands, priorities and requirements.
- Using our core communication channels (press, social media, residents magazine, online channels) to provide timely, relevant and accurate information in response to customer, and service needs.
- Using our core internal communication channels (intranet, staff email cascades, newsletters, forums etc) to ensure staff are engaged in the work of the organisation and that they feel listened to.
- Developing and supporting less experienced officers with mentoring and coaching.
- Input into commissioning and procuring of contracts to support C+M delivery in line with the council's principles for managing communications.

- Using customer intelligence, research and consultation to provide an insight into the public and customers – and presenting this information for senior managers and councillors in order to improve service delivery and communications activity
- Monitoring and managing small activity or project budgets
- Ensuring Health and Safety of others whilst, planning, implementing or commissioning communications activity.
- Developing communication plans to support the requirements of the council and others.

Please note: This role is also the entry level to C+M in the organisation. Those working to this job description at entry level grade need to be able to demonstrate awareness and understanding of the issues set out at 'essential level' in the 'technical competencies'. By contrast those working at higher grades will need to demonstrate a fuller and deeper knowledge of these issues gained through wider experience in C+M.

You will be adaptable and flexible in how you work, including hours and locations, and have the ability to quickly learn new communication skills and emerging online technologies. You can be required to participate in a standby scheme to support out of hours and emergency communications.

You will provide advice, guidance and direction about communications best practice to colleagues at all levels across the organisation.

You will be aware – and come to understand – the political environment of the council and the public sector. You will be able to deal with Councillors and council issues, impartially and with sensitivity. You will also need to recognise areas of reputational risk, issues of political propriety and confidentiality.

You will ensure communications comply with legal requirements, such as libel and copyright – and statutory requirements such as election guidance.

You will be expected to carry out your duties in line with the Council's policies, procedures and relevant legislation. You will be made aware of these in your appointment letter, statement of particulars, induction, ongoing performance management and development and through Council communications.

As part of your wider duties and responsibilities you are required to promote and actively support the Council's responsibilities towards safeguarding. Safeguarding is about keeping people safe and protecting them from harm, neglect, abuse and injury. It is about creating safe places, being vigilant and doing something about any concerns you might have. Safeguarding relates to everyone who may be vulnerable, not just the very old and the very young. Please refer to the Employment page, working for the Council on the Kirklees website under the following link: https://www.kirklees.gov.uk/employment/employment_home.asp

KEY RESULT AREAS/OUTCOMES

- The organisation receives expert communications advice and professional support
- The Council has a strong reputation with residents and stakeholders through media management, high quality communications and effective customer and staff engagement.
- Council messages and campaigns are developed in response to customer intelligence
- Council messages are cleared
- C+M responds rapidly to crisis issues – so that they are dealt with swiftly and effectively to limit the negative impact bad news stories and emergency situations can have on the council
- C+M works as a team – with easy to understand work processes and work flows
- Activity is developed and delivered within a context of value for money, maximising the benefit to customers from the resources available

RESPONSIBLE TO: Senior Communications Officer

Core Competencies

Council Core Competencies profiles

		Grade 6	Grade 7	Grade 9	Grade 10
1	Achieving Results	Level 1	Level 2	Level 2	Level 3
2	Communication	Level 1	Level 2	Level 2	Level 3
3	Continuous Improvement and Change	Level 1	Level 2	Level 2	Level 3
4	Customer Focus	Level 1	Level 2	Level 2	Level 3
5	Leadership	Level 1	Level 2	Level 2	Level 3
6	Personal Development and effectiveness	Level 1	Level 2	Level 2	Level 3
7	Team Working and partnership	Level 1	Level 2	Level 2	Level 3

Technical competencies - Engage

As an officer you will be expected to hold an A level qualification, degree, or be able to demonstrate equivalent experience. You will be able to demonstrate the following competencies:

Engage - Core Skills for Government Communicators – Professional Practice Framework

		Level	
		Grade 6 & 7	Grade 9 & 10
1	Communications – drafting, layout and design	Essential	Management
2	Channels and technologies	Essential	Management
3	Business knowledge and communications environment	Essential	Management
4	Relationship / account management	Essential	Management
5	Strategic marketing and communications	Essential	Management
6	Evaluation, research, evidence	Essential	Management

Reference no	CM001
Created	November 2012
Graded	30.11.12
Prepared by / Amended by	ST/MM
Amended on	

DIRECTORATE	:	RESOURCES / SUPPORT SERVICES
SERVICE AREA	:	COMMUNICATIONS AND MARKETING

JOB TITLE	:	COMMUNICATIONS SENIOR OFFICER
GRADE	:	12 - 13

Communications and Marketing

The new Communications and Marketing team (C+M) will provide high quality support and advice to protect the reputation of the council and other organisations working in the public sector. To do this the team will truly engage residents and staff with the work of the council and partners.

A new flexible C+M will work together as one team to add real value and meet the current challenges of communications and the public sector:

- Communicating in the 24/7 age, where social media dominates and traditional ways of communicating are being surpassed
- Improving transparency and customer service by making more relevant information rapidly and readily available online
- Supporting the growing range of clients and organisations working in public sector roles, such as academies and health providers

To be strategic, creative and effective the team provides:

- Strategic advice and challenge to the top of the organisation - ensuring communications strategy, and understanding of audiences and customers is integrated into the delivery of the councils priorities
- Creative content - ensuring that the message is communicated to the right people, at the right time and in a way that they can understand and respond to.
- Strategic delivery – underpinning C+M will be effective: communications project planning, allocation of resources, understanding of audiences, work processes and work flow management.

To do this C+M will develop a high quality and professional team who are motivated, skilled, and flexible. They will be able to provide their advice and support across the organisation and also with other clients and partner organisations.

Developing the team is at the heart of the service. Individuals will be provided with opportunities to gain a wide range of professional skills, from media management to campaign planning - across the full breadth of the public sector covering health, education, economic development, community support and social care.

Please read the document [overview of service](#) for more information about the team.

ABOUT THE ROLE

As a C+M senior officer you will support the work of Liaison, Content or Project within the wider team.

You will be given a specific portfolio of work to be responsible for. You will lead communications activity, projects and processes for that area of work. This will include you developing the strategic approach and understanding the overall value that this portfolio of work adds to the council. Each portfolio of work will be open to review and therefore requirements will change over time in line with work demands. You will manage this portfolio in addition to the other duties of a Senior Officer.

You will have a designated line manager to support you in the development of professional skills and provide regular feedback on your performance.

During your working week you will work on a range of activity or projects, this will be assigned to you by specific Team Manager, and you will be accountable for the quality, creativity and timeliness of your work.

You will work on a range of activity or a number of projects at any given time – and this will be clear within your objectives. They will require you to strategically manage the priorities of work and your time.

A typical day as a Senior Officer could include:

- Providing strategic advice to improve and protect the reputation of the organisation through the leadership and management of large portfolios of work, working proactively and taking the initiative to develop and shape their portfolio of work.
 - Spotting reputational risks and developing approaches that minimise or avoid these risks.
 - Managing a complex range of C+M activity and projects to ensure they come together to deliver effectively and meet defined objectives for the organisation and clients.
 - Ensuring that a wide range of communication messages across a wide range of channels and audiences – including internal audiences - are strategically managed and cleared with the top of the organisation. Ensuring that messages, stories and visuals support each other, telling a cohesive story and don't clash or drown each other out.
 - Monitoring the effectiveness of communications and marketing work to meet requirements and providing this feedback to improve activity.
 - Ensuring the briefing process of colleague and specialist services is effective and adhered to. In addition when briefing suppliers ensuring the process follows procurement procedures.
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- Dealing with colleagues and Councillors in a sensitive and appropriate way, managing conflicting demands, priorities and requirements.
- Managing teams of people, ensuring they are motivated and skilled providing appropriate support, coaching, development and performance management; promoting their health and well being at work.
- Leading the commissioning and procuring of contracts to support C+M delivery in line with the councils principles for managing communications.
- Owning communications plans and activity – ensuring that they fit with the strategic approaches of the organisation and other clients.

You will understand the political environment of the council and the public sector. You will be able to deal with Councillors and council issues, impartially and with sensitivity. You will also need to lead the organisation to spot areas of reputational risk, issues of political propriety and confidentiality.

You will be responsible for colleague supervision either through direct line management or through management of virtual teams.

You will lead a significant programme of work for the portfolio you have been given. You will ensure that your area of work creates benefits for our clients and for C+M and the council.

You must demonstrate the ability to: provide strategic advice, innovative solutions, be proactive in your approach taking the initiative to ensure high quality work in your portfolio.

You will be adaptable and flexible in how you work, including hours and locations, and have the ability to quickly learn new communication skills and emerging online technologies. You can be required to participate in a standby scheme to support out of hours and emergency communications.

You are expected to take responsibility for the delivery of high quality communications and directly recruit, develop, motivate and manage other communication colleagues. You will be expected to carry out challenging performance appraisals, deal with capability issues and deal with aspects of line management such as attendance management. You will need to be aware of all the policies required to manage your team. You will provide leadership to your team demonstrating a clear vision and a creative approach to problem solving. You will develop staff potential and promote a working environment that maximises and values employee contribution.

You will be required to provide in-depth advice, guidance and direction about both your portfolio and area of work and C+M. You will provide this advice to colleagues at all levels across the organisation, covering strategic approaches to communications and processes. You will understand both the business requirements of C+M and our clients and translate this into appropriate projects or plans for improvement.

You will ensure communications comply with legal requirements, such as libel and copyright – and statutory requirements such as election guidance.

You will be expected to carry out your duties in line with the Council's policies, procedures and relevant legislation. You will be made aware of these in your appointment letter, statement of particulars, induction, ongoing performance management and development and through Council communications.

As part of your wider duties and responsibilities you are required to promote and actively support the Council's responsibilities towards safeguarding. Safeguarding is about keeping people safe and protecting them from harm, neglect, abuse and injury. It is about creating safe places, being vigilant and doing something about any concerns you might have. Safeguarding relates to everyone who may be vulnerable, not just the very old and the very young. Please refer to the Employment page, working for the Council on the Kirklees website under the following link:

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KEY RESULT AREAS/OUTCOME

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- Cabinet members, the Chief Exec, Directors, Assistant Directors and senior managers receive expert strategic advice and professional support
 - The Council has a strong reputation with residents and stakeholders through media management, high quality communications and effective customer and staff engagement.
 - Council messages and campaigns are developed in response to customer intelligence
 - Council messages are cleared with the highest levels of the council
 - C+M responds rapidly to crisis issues – so that they are dealt with swiftly and effectively to limit the negative impact bad news stories and emergency situations can have on the council
 - C+M is aligned to work on the priorities of the council and partners
 - C+M looks for opportunities to work with other public sector clients and bring in income
 - C+M works as a team – with easy to understand work processes and work flows
 - A strong brand identity for the council is maintained and developed raising the profile of the council's work and improving satisfaction with services
 - Activity is developed and delivered within a context of value for money, maximising the benefit to customers from the resources available, ensuring effective management of a delegated budget
 - Colleagues are supported and valued through effective supervision and performance management. The career development of staff is encouraged and they are provided with appropriate opportunities to develop themselves.
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RESPONSIBLE TO: TEAM MANAGER
RESPONSIBLE FOR: LINE MANAGER OF OFFICERS

Core Competencies

Council Core Competencies profiles

		Grade 12	Grade 13
1	Achieving Results	Level 3	Level 4
2	Communication	Level 3	Level 4
3	Continuous Improvement and Change	Level 3	Level 4
4	Customer Focus	Level 3	Level 4
5	Leadership	Level 3	Level 4
6	Personal Development and effectiveness	Level 3	Level 4
7	Team Working and partnership	Level 3	Level 4

Technical competencies - Engage

As a Senior Officer you will be expected to hold a relevant degree level qualification or equivalent experience. You will be able to demonstrate the following competencies:

Engage - core Skills for Government Communicators – Professional Practice Framework

		Grade 12	Grade 13
1	Communications – drafting, layout and design	Leadership level	
2	Channels and technologies	Leadership level	
3	Business knowledge and communications environment	Leadership level	
4	Relationship / account management	Leadership level	
5	Strategic marketing and communications	Leadership level	
6	Evaluation, research, evidence	Leadership level	

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Created	November 2012
Graded	30.11.12
Prepared by / Amended by	ST/MM
Amended on	

DIRECTORATE : RESOURCES / SUPPORT SERVICES
SERVICES AREA : COMMUNICATIONS AND MARKETING

JOB TITLE : COMMUNICATIONS TEAM MANAGER
GRADE : 14

Communications and Marketing

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To do this C+M will develop a high quality and professional team who are motivated, skilled, and flexible. They will be able to provide their advice and support across the organisation and also with other clients and partner organisations.

Developing the team is at the heart of the service. Individuals will be provided with opportunities to gain a wide range of professional skills, from media management to campaign planning - across the full breadth of the public sector covering health, education, economic development, community support and social care.

Please read the document [overview of service](#) for more information about the team.

ABOUT THE ROLE

As a Team Manager you will be aligned to C+M within Support Services strengthening the unique perspective C+M brings to our clients. Together you will provide the best professional, strategic, creative and practical C+M advice. Your primary focus could change over time in line with the demands of the team.

You will lead on all activities and projects making sure they are strategic, creative and delivered effectively.

You will ensure C+M provides joined up, high quality and co-ordinated responses to our customers.

The activities and projects you lead will report directly to Cabinet, the Chief Executive and the organisations Communication Board.

You will have a designated line manager to support you in the development of professional skills and provide regular feedback on your performance

You will have direct responsibility for the delivery of all C+M activity across the council. You will be responsible for colleague supervision and development of appropriate C+M skills and standards.

A typical day as a C+M Team Manager could include:

- Providing high level strategic and holistic communications advice to the top of the organisation about the whole council, its stakeholders, customers and staff
- Committing the resources of the C+M team to activities and programmes of work, through leadership and management of the Team.
- Advocating and developing long term strategies – with other services and teams - that minimise reputational risk for the organisation.
- Ensuring that all communication messages are focused on the council's strategic approach and priorities.
- Ensuring that activity from the service comes together to meet the objectives for the organisation and clients.
- Ensuring colleagues in C+M understand who they are accountable to for the different aspects of delivery required.
- Setting clear, unambiguous stretching outcomes and targets for the Team to achieve.
- Managing teams of people so that they feel motivated and appropriately skilled by providing high quality support, coaching, development and performance management.

- Ensuring that colleagues look after their health and well being at work.
- Able to define and deliver the evaluation of the effectiveness of communications using a variety of research methods and techniques.
- Able to lead a communications team, with the ability to demonstrate an understanding of all communication channels and strategy development.
- Oversees the strategic development and maintenance of channels and supporting technology

You will lead significant programmes of work for C+M and you will be experienced in leading and motivating C+M professionals at all levels. Through leadership and management you will ensure that C+M strategically supports the council and clients to help them achieve their objectives.

You will be responsible for the development of the C+M service to work together as a team across traditional disciplines, creating a high quality integrated service. For example, ensuring that internal and external communications activity is integrated seamlessly into cohesive strategies and plans.

You will manage significant resources and must balance costs and risks of using these resources in achieving priorities. You will promote innovative solutions and you will be proactive in your approach, taking the initiative and encouraging the Team to do the same.

You will be adaptable and flexible in how you work, including hours and locations, and have the ability to quickly learn new communication skills and emerging online technologies. You will be required to participate in a management duty rota to support the C+M standby scheme.

You will be required to provide strategic in-depth advice, guidance and direction about both C+M and Support Services areas of work. You will provide this advice to colleagues at all levels across the organisation, covering strategic approaches to communications and processes. You will understand both the business requirements of C+M, Support Services, the Council, our clients and translate this into appropriate projects or plans for improvement.

You will understand the political environment of the council and the public sector. You will be able to deal with Councillors and council issues, impartially and with sensitivity. You will also need to lead the organisation to spot areas of reputational risk, issues of political propriety and confidentiality.

You will ensure communications comply with legal requirements, such as libel and copyright – and statutory requirements such as election guidance.

You will need to be aware of all the policies required to manage a team as well as ensuring your Senior Officers are skilled in their day to day management responsibilities. You will be expected to carry out all aspects of line management including dealing with grievance and disciplinary issues. You will provide leadership to your teams demonstrating a vision for your area of work. You will develop staff potential and promote employee contributions and you will maintain good employee relations with recognised trade unions.

You will be carrying out your duties in line with the council's policies, procedures and relevant legislation. You will be made aware of these in your appointment letter, statement of particulars, induction, ongoing performance management and development and through council communications.

As part of your wider duties and responsibilities you are required to promote and actively support the Council's responsibilities towards safeguarding. Safeguarding is about keeping people safe and protecting them from harm, neglect, abuse and injury. It is about creating safe places, being vigilant and doing something about any concerns you might have. Safeguarding relates to everyone who may be vulnerable, not just the very old and the very young. Please refer to the Employment page, working for the Council on the Kirklees website under the following link:

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KEY RESULT AREAS/OUTCOMES

- Cabinet members, the Chief Exec, Directors, Assistant Directors and senior managers receive expert strategic advice and professional support
- The Council has a strong reputation with residents and stakeholders through media management, high quality communications and effective customer and staff engagement.
- Council messages and campaigns are developed in response to customer intelligence
- Council messages are cleared with the highest levels of the council
- C+M responds rapidly to crisis issues – so that they are dealt with swiftly and effectively to limit the negative impact bad news stories and emergency situations can have on the council
- C+M is aligned to work on the priorities of the council and partners
- C+M looks for opportunities to work with other public sector clients and bring in income
- C+M works as a team – with easy to understand work processes and work flows
- A strong brand identity for the council is maintained and developed raising the profile of the council's work and improving satisfaction with services
- Activity is developed and delivered within a context of value for money, maximising the benefit to customers from the resources available, ensuring effective management of a delegated budget
- Colleagues are supported and valued through effective supervision and performance management. The career development of staff is encouraged and they are provided with appropriate opportunities to develop themselves.

RESPONSIBLE TO:	HEAD OF COMMUNICATIONS AND MARKETING
RESPONSIBLE FOR:	ASSIGNED TEAMS OF SENIOR OFFICERS

Core Competencies

[Refer to latest Council Core Competencies profiles](#)

		Grade 14
1	Achieving Results	Level 4
2	Communication	Level 4
3	Continuous Improvement and Change	Level 4
4	Customer Focus	Level 4
5	Leadership	Level 4
6	Personal Development and effectiveness	Level 4
7	Team Working and partnership	Level 4

Technical competencies – Engage

As a Team Manager you will be expected to hold a relevant degree level qualification or equivalent experience. You will be able to demonstrate the following competencies:

[Engage - core Skills for Government Communicators – Professional Practice Framework](#)

		Grade 14
1	Communications – drafting, layout and design	Strategic level
2	Channels and technologies	Strategic level
3	Business knowledge and communications environment	Strategic level
4	Relationship / account management	Strategic level
5	Strategic marketing and communications	Strategic level
6	Evaluation, research, evidence	Strategic level

Reference no	CM003
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Job ID	63270
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