



ROYAL BOROUGH OF KINGSTON UPON THAMES - ROLE PROFILE

Communications and Engagement Officer

Permanent role, based in Kingston

Career Grade F-I

Role purpose

The Council is focused on delivering the best possible outcomes for its communities. To do this the Council needs employees who thrive in an agile and networked organisation and who can support continuous improvement within a constructive organisational culture.

The role reports to the Communication and Engagement Managers on a matrix management basis.

Key activities

Performance

- Works with manager and colleagues to define outcomes, set targets and monitor performance, within a culture of continual improvement
- Supports operational plans to ensure that the resources within the teams are used to best effect and impact

Customers and Partners

- Builds strong internal and external working partnerships to enable the service to be delivered in an outcome-focused and efficient way
- Supports Kingston's commitment to community cohesion and valuing diversity and social inclusion

Digital/New Ways of Working

- Uses new technologies, particularly Google, to adopt modern, agile working practices, improve customer service and eliminating paper-based processes wherever possible.

Delivery

ROYAL BOROUGH OF KINGSTON UPON THAMES - ROLE PROFILE

- Day to day delivery of both the media and campaigns activity
- Support the Corporate Communications and Engagement Manager (Media) to develop digital channels and innovative two-way digital communications
- Support the Corporate Communications and Engagement Manager (Campaigns) to identify, develop and deliver communication and engagement activities and campaigns that inform, change behaviour and encourage audiences to work more closely with the council. Higher grades will be required to lead on projects (see career grade progression requirements below)
- Support the Senior Communications and Engagement Officer in the delivery of internal communications
- Contribute to the provision of the out of hours service on evenings and weekends on a rota basis across all communication and engagement roles
- Horizon scanning on communications and engagement best practice, researching and identifying innovative and creative opportunities to improve the council's activity to engage with communities
- Together with the strategy and partnerships officers, champion community engagement and ensure it is 'hard wired' into council decision making
- Build networks and relationships - in particular with communications professionals in other parts of the organisation and with neighbourhood managers - to continually improve communications and engagement
- Works in collaboration and builds networks with teams across council, residents, communities and other external partners to develop and deliver communications and engagement
- Ability to work independently on key projects and priorities subject to the career grade milestones.

Equality and Diversity

- Embeds equity, equality, fairness and diversity into all aspects of team working and service delivery

Career Grade progression or entry requirements

Career Grade Milestones to Grade G Communications and Engagement Officer

- Provides a high level of advice to colleagues and members
- Supports specific communication and engagement projects
- Coaches and supports the development of apprentices and less experienced career grade officers
- Contributes to the annual team planning process and improvements in service delivery

Career Grade Milestones to Grade H Communications and Engagement Officer

ROYAL BOROUGH OF KINGSTON UPON THAMES - ROLE PROFILE

- Leads on specific projects and/or strategies or campaigns
- Writes and produces high quality reports of a complex nature
- Prepares briefing documents and publications of a complex nature and strategic importance
- Is recognised within the council for a high level of professional knowledge and expertise in communication and engagement, campaigns, media/press relations
- Plays a key role in the annual team planning process and achieving improvements in service delivery

Career Grade Milestones to Grade I Communications and Engagement Officer

- Manages the work of other officers or project team members including external consultants
- Can effectively cover for a Corporate Communications and Engagement Manager and/or Senior Communications and Engagement Officer in their absence
- Regularly meets with, and seeks to influence, key decisions of elected members and senior manager within partner organisation
- Has demonstrable technical experience and expertise in communication and engagement

The person

In order to successfully deliver the responsibilities of the role, you will need to:

- General experience of working in a relevant public relations, communications or marketing role
- Question and challenge ways of working, with an understanding of the bigger picture in terms of the corporate context and external environment
- Demonstrate agility and adaptability in mindset and ways of working
- Work successfully with key stakeholders within and outside of the Council
- Demonstrate commitment to own personal and professional development to meet the changing demands of the role
- Demonstrate innovation and creativity
- Actively engage in positive cross organisational communications and team working
- Communicate clearly, confidently and appropriately with colleagues using the best methods of communication for the task.

Our Values

ROYAL BOROUGH OF KINGSTON UPON THAMES - ROLE PROFILE

Being an enabling council is a key principle that runs through our organisational development and is embedded in everything we do. Underpinning this are the following values:

Innovative:

- Promote a culture that encourages creativity
- Embrace new ideas and ways of working
- Ambitious to push the boundaries to realise potential

Open:

- Respect and recognition - everyone has a voice that is heard and we are all valued
- Collaborative - working together with new and existing partners
- Empowering staff and residents to encourage informed decision-making
- Inspire trust by acting with integrity in all we do

Smart:

- Commercial acumen to find solutions and best value
- Agile working
- Customer driven, listening and responding to consistently deliver excellence