

**FINAL**

<b>Job Family:</b>	<b>Policy &amp; Advisory Operational Management</b>	<b>Grade:</b>	<b>10</b>
<b>Job Title:</b>	<b>Deputy Head of Communications and Engagement</b>	<b>Directorate:</b>	<b>CEX</b>
<b>Date:</b>	<b>March 2019</b>	<b>Version:</b>	<b>1:1 FINAL</b>

**Role Profile - Details Specific to Job Family**

These roles provide a broad service that set policy and provides advice to support and assure all of the council's day to day activities. They gather information required by other groups to make strategic decisions and translate this into corporate policy and strategic advice. They have little or no direct accountability for outcomes; however, what they are accountable for is the quality of advice they provide to business leaders.

At the lower levels, these roles tend to focus on research and analysis and the interpretation and implementation of policies. At the higher level, role holders set strategy, develop policy and provide assurance across the Council more broadly.

**Role Profile - Details Specific to Grade**

Roles will focus on interpreting and applying policies to support local needs. Thinking is focused on specific parts of the Council rather than the Council as a whole and is usually limited to the annual business planning cycle. Will operationalise plans and deploy resources to meet these plans and objectives. Lead professionals delivering a capability to ensure the effective, cost efficient delivery of a support service.

**Brief Description of job role and department**

Based in the Council's newly formed Commissioning Unit whose purpose is to lead and deliver the Council's approach to Outcome Based Commissioning, and to provide high quality support, advice and assurance for the rest of the Council to enable it to deliver its wider responsibilities.

Within the Commissioning Unit the Communications and Engagement team is a newly formed team responsible for ensuring the Council speaks with one voice, seeks out and listens to all opinions and concerns of local people, delivers on its commitments and responds honestly. The team is made up of the following key areas:

- Strategic direction & external positioning
- Marketing and design
- Internal communications
- Consultation, engagement and participation
- Press & media relations
- Leadership office

- Public affairs

The Deputy Head of Communications and Engagement will work across all of the above areas advising on and delivering a variety of projects using audience insight, behavioural science and digital innovation to affect real change.

The Communications and Engagement team also provides the communications service to Sutton Housing Partnership (the Council's ALMO). As a result the Deputy Head of Communications and Engagement Officer may need to work across both organisations.

#### **Representative accountabilities**

- Apply professional judgement to interpret and apply policies and procedures to meet specific local or service needs.
- Provide day to day management and professional supervision to staff to ensure operational plans and activities are delivered effectively.
- Provide information to Elected Members to enable them to monitor the delivery of their political objectives and priorities.
- Plan, design and procure specific services to ensure they deliver their intended outcomes for customers.
- Work with specific organisations to deliver intended outcomes through collaborative working.
- Lead small projects and implement changes and improvements within agreed cost, time and quality standards.
- Where relevant manage service level budgets and resources in order to support the delivery of intended outcomes and demonstrate value for money.

#### **Budgetary accountabilities**

- Supporting the development and implementation of plans to reduce areas of high spend in line with the plans, aspirations and targets set by operational budget holders
- Deliver cashable savings in support of the delivery of financial targets for outcomes based commissioning through recommissioning and through annual expenditure plans and review.
- Regularly reviewing relevant budgetary information for each expenditure area. Use such data to make informed, strategic proposals and decisions to relevant budget holders and providers
- Other budgetary responsibilities as directed by the Head of Service

#### **Specific accountabilities**

- Manage the development and delivery and evaluation of the council's communications and engagement strategy and activity
- Manage an integrated strategic communications and engagement function, including provision of a high quality communications service to Sutton Housing Partnership.

- Support the Head of Communications and Engagement in the development, management and oversight of short, medium and long term communications and engagement plans and activity.
- Deputise for the Head of Communications and Engagement whenever necessary.
- Provide senior strategic communications advice and counsel to directors, the chief executive and senior elected members
- Manage the council's response to significant and sensitive reactive media enquiries and interest.
- Matrix manage a team of Senior Communications and Engagement Officers.
- Oversee the development of the council's approach to using digital channels of communications to enable residents, customers and wider stakeholders to better access Council information and services.
- Embed the use of behavioural science and other insights in shaping communications to support demand management and enable greater community resilience through the Council's approach to Outcomes Based Commissioning.
- Manage and enforce the Council's brand and design guidelines, ensuring consistency and quality of message across all Directorates, services and channels.
- Support the development and delivery of an effective public affairs strategy, raising and enhancing both the Council's and the borough's profile and reputation to help secure the Council's strategic objectives for Sutton.
- Oversee the development of speeches, presentations and general communications for the Chief Executive and leading members, in order to more effectively secure the Council's strategic objectives for Sutton.
- Manage the development of (and maintain) an integrated and coordinated approach to communications and engagement across key local partnerships, in particular with local health partners.
- Manage and support the day to day operation of the communications and engagement team, allocating resources, prioritising activity and assuming responsibility for support where necessary.
- Work closely with organisational development, HR and transformation teams to promote the Council's values, objectives and priorities both internally and externally.
- Oversee the production of e-newsletters, brochures, publications.
- Manage a variety of formal and informal consultation and engagement activities to enable businesses, partners, residents and stakeholders to have a say on the issues that affect them.

**Person specification (knowledge, skills, experience and behaviours required in the role)**

- Degree and / or qualification in a relevant professional discipline
- Significant understanding and experience of different communications and engagement approaches
- Experience of managing and working within a complex, political environment with practical understanding and experience of the challenges facing local government at a whole-council, borough wide and regional level.
- Experience of working at senior level in a corporate environment.
- Track record of delivering innovative solutions to meet complex service delivery challenges working with a wide range of organisations.
- Experience of developing, implementing and evaluating significant communications, engagement and public affairs campaigns and projects as appropriate.
- Experience of handling complex and sensitive media enquiries with the potential to have a reputational impact on the authority.
- The ability to motivate others, whether team members, colleagues or external stakeholders, generating commitment and a shared sense of purpose.
- The ability to adapt and respond positively to a variety of situations and people in order to meet changing priorities in the role, the Council and the community as a whole.
- The ability to identify what needs to be done and to support an appropriate plan of action in order to accomplish an objective and to monitor progress against it.
- The willingness and ability to work cooperatively and supportively with Members, colleagues and partners, developing positive, open working relationships which inspire new ideas to solve problems and to achieve the Council's goals.
- The ability to communicate effectively with a wide range of people using variety of different methods and styles.
- A creative approach to problem solving and engaging stakeholders.

### **Corporate Responsibilities**

To be aware of and perform the duties of the role in accordance with all Council policies and procedures including:

- Health and Safety
- Finance (including code of conduct, fraud and compliance)
- Equalities and Diversity
- The Councils Code of Conduct
- The Council's Core Behaviours
- Information Security and the Data Protection Act
- Emergency Planning
- The Council's Core Values and other Sutton and Kingston policies and procedures

- Undertake duties consistent with responsibilities of the post as required by the designated line manager/supervisor.