

<b>Job Family:</b>	<b>Policy &amp; Advisory Front Line–Professional Knowledge</b>	<b>Grade:</b>	<b>8</b>
<b>Job Title:</b>	Senior Communications and Engagement Officer	<b>Directorate:</b>	CEX
<b>Date:</b>	March 2019	<b>Version:</b>	<b>1:1</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

These roles will have accountability for achieving clearly specified and measurable results either personally or through the leadership of a team. Will be dealing with complex problems and issues within the boundaries of technical or professional skill and knowledge. Will make recommendations on procedural improvements and other initiatives to enhance team performance.

Roles requiring a level of professional expertise to assure a standard or provide expert advice to others.

#### 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 Senior Communications and Engagement Officer 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 Senior Communications and Engagement Officer may need to work across both organisations.*

#### **Representative accountabilities**

- Deliver advice and guidance in a broad area of expertise to ensure needs are met.
- Identify and implement improvements in own work area in order to deliver continuous service improvement and improved outcomes.
- Regularly communicate with colleagues and partners to share information and build working relationships to support collaborative working.
- Keep up to date with changes in relevant legislation, policy and ways of working to ensure delivery in own work area is effective and complies with appropriate regulations/statutory guidance.

#### **Budgetary accountabilities**

- Regularly reviewing relevant budgetary information for expenditure areas. Provide such data to relevant budget holders and providers.
- Other budgetary responsibilities as directed by the Head of Service

#### **Specific accountabilities**

- Distribute and approve key messages and campaigns via a variety of different media.
- Manage various communications and engagement campaigns and initiatives including events, e-newsletters, brochures and publications.
- Deliver effective communications and engagement campaigns and projects in line with brand guidelines and relevant plans and strategies.
- Plan and deliver effective communications and engagement campaigns and projects that raise awareness, change perceptions or change behaviour.
- Manage the council's brand guidelines, providing marketing and branding advice and support to services.
- Develop, research and lead on the implementation of campaign and project strategies across a wide variety of audiences (both internal and external as required)
- Develop, deliver and evaluate communications and engagement projects to support the council's corporate plan.
- Lead on 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

- Develop campaign strategies and lead on implementation of campaign delivery across a wide variety of audiences (both internal and external as required)
- Use behavioural science and other citizen insight methodologies on campaigns and work in partnership to deliver campaigns and projects
- Work with key partners to deliver collaborative communications and engagement campaigns and projects, building new relationships and working practices
- Support and deliver in all areas of project delivery and management including budgeting, reporting and scheduling.
- Specify and contract manage commissioned services and projects (design, research, engagement etc)
- Work in partnership with the Commissioning Unit, clients and stakeholders to develop and deliver campaigns and projects to a high standard.

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

**Education and/or Experience**

- Experience of working within a complex, political environment with practical understanding and experience of the challenges facing the public sector.
- Experience of managing and delivering projects to meet quality, time and cost deadlines.
- Experience of developing, implementing and evaluating significant communications and engagement campaigns and projects as appropriate.
- Understanding and use of a range of qualitative and quantitative research methods.
- Experience in building relationships with senior managers, politicians, key stakeholders and influencers.

**Skills and Abilities**

- Ability to work proactively and to organise a personal workload to meet competing demands and tight deadlines.
- Good interpersonal skills with the ability to develop and maintain positive relationships and influence a wide range of people.
- Demonstrable understanding of communications and engagement campaign and project delivery and management.

- Be politically and tactically astute with an understanding of how to influence key stakeholders
- Ability to analyse a variety of qualitative and quantitative information, presenting it in such a way that it is clear and easily understood.
- A high level of ICT literacy

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

- [Health and Safety](#);
- [Risk Management](#);
- [Finance](#) (including code of conduct, fraud and compliance);
- [Equalities and Diversity](#)
- The Council's [Core Behaviours](#);
- [Information Security](#) and the [Data Protection Act](#)
- The Council's Core Values and other Borough and Group policies and procedures;
- Undertake duties consistent with responsibilities of the post as required by the designated line manager/supervisor.