

Job Profile

Job Title:	Head of Communications
Directorate	Chief Executive
Service/Section:	Resources
Post Number(s)	
Job Evaluation Number	
Grade:	G13
DBS required	<i>Not required,</i>
Date last revised	
Reports to	Chief Executive

<p>Reporting staff: Deputy Head of Communications</p> <p>Senior Communications Advisers</p>
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Purpose of Role
<ul style="list-style-type: none"> • Responsible for development and implementation of the council’s communications strategy • Responsible for providing an effective and professional communications service and for managing a team working across all communications channels including media relations, campaigns, digital and social media, internal communications, publications, creative design, event management, and community engagement. • To deliver effective communications to protect and enhance the council’s reputation and to ensure that residents, partners, elected Members and staff are able to understand and engage with the council’s new vision • Responsible for the council’s website as a front end tool for both communication and delivering services to residents and customers efficiently and effectively.

Duties and Responsibilities
<ol style="list-style-type: none"> 1. To provide strategic direction for the council’s communications, 2. For all those functions within the service area, ensure their effective and efficient management; and service delivery of the highest quality meeting legislative requirements. 3. To deliver effective communications to protect and improve the reputation of Havering Council and to ensure that key stakeholders are engaged with the Council’s agenda. 4. To provide advice and guidance to the Chief Executive, the Senior Leadership Team, the Leader of the Council and Cabinet on key communications issues. 5. To support the development of the Council’s vision and overall narrative, ensuring consistency and clarity of messages. 6. To oversee the management and development of the council’s corporate brand. 7. To co-ordinate all proactive communications, media relations, PR, campaigns and events to showcase and present the work and initiatives of the council, driving behaviour change and supporting service delivery.

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8. To ensure provision of council's 24/7 media handling service and ensure effective communications management in crisis situations.
9. To be responsible for the council's website as it presents both information but also an entry point for accessing services.
10. To be responsible for digital communications and the council's social media strategy and platforms including managing contracts for local advertising boards.
11. To lead on the council's communications strategy to support its major regeneration programme and effectively engage with a range of key stakeholders, influencers and partners.
12. To ensure that the tenants and leaseholders are effectively engaged with a regular programme of events, forums and communications to address issues and provide feedback about the council's Housing service.
13. To lead on the council's annual programme of corporate events for residents, businesses and external stakeholders.
14. To guide services that wish to promote the borough at external events.
15. To oversee and client outsourced services for creative design and location filming.
16. To lead effective internal communications and ensure that staff are engaged with key issues.
17. This job description provides a summary of your key responsibilities and is not intended to be an exhaustive list. You may be required to perform other duties and tasks as assigned. You may be required to work at any Council site.

Additional Requirements:

- Comply with any and all legislation and good practice appropriate to the work you undertake, and particularly that related to:
 - Safeguarding
 - Information security and confidentiality
 - Equality, diversity and inclusion
 - Health and safety
- This is an unprecedented time of social, technological and financial change. The Council needs all staff to embrace change by demonstrating a flexible attitude to work, understanding that for us to provide excellent services to the people of Havering, you may be required to undertake other duties in line with the overarching nature of this role and your level of skills and responsibility.
- Assume Bronze command as part of the Council's response to major events or emergencies
- Embrace the Council's iCare values and behaviours in all aspects of work and service delivery.
- The Council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, and to undertake any appropriate training.
- Comply with Health and Safety Regulations associated with your employment.

- Be aware of the council's responsibilities under the Data Protection Act 1984 for the security, accuracy and relevance of all personal data held on such systems and ensure that all processes comply with this.
- To treat all information acquired through your employment, both formally and informally, in strict confidence. There are strict rules and protocols defining employees access to and use of the council's databases, any breach of which will be regarded as subject to disciplinary investigation.
- Demonstrate a flexible approach in the delivery of work within the service area. Consequently, the post-holder may be required to perform duties not specifically identified in the job profile but which are in line with the general responsibilities of the post.
- The Council has a strong commitment to achieving equality of opportunity in its services to the community and in the employment of people. It expects all employees to understand, comply with and promote its policies in their own work, and to undertake any appropriate training.
- Comply with Health and Safety Regulations associated with your employment.
- From time to time there may be exceptional circumstances which you will be required to make yourself available to support emergency planning that may include out of hours cover

Person Specification

Qualifications

- Must have a relevant professional qualification and/or equivalent work experience in a senior leadership role.

Experience

- A proven track record of successfully leading and developing communications strategies
- Evidence of success in management and leadership
- A proven track record of working and communicating effectively with a wide range of internal and external bodies to achieve the corporate and service objectives of a comparable organisation
- Proven record of formulating and implementing strategies and programmes that cross service boundaries through the delivery of projects with a track record of challenging existing standards and costs of services through effective performance management and best value principles
- Considerable experience of working effectively within a political environment, providing clear, balanced advice and guidance on strategic issues that achieve the corporate and service objectives of the organisation
- A demonstrable track record of success in managing and controlling budgets and business planning processes to ensure the most cost effective use of resources
- Demonstrable experience of managing complex change, developing effective team working and motivating staff in large organisations

Skills and Attributes

- Delivering an efficient and dependable service to the organisation
- Able to consider the wider implications for our residents, partners and stakeholders with all decisions.
- Leading on and enabling delivery of processes
- Able to coach and mentor
- Ability to deal with a broad range of complex problems requiring application of best practice.
- Ensures goals set are always with a focus on service and delivery.
- Politically adept and sophisticated
- Promotes a service delivery culture
- Excellent interpersonal skills and political understanding of environment
- Sufficient understanding of the theories and principles of the area to manage effectively and represent its interests
- Identifies key stakeholder groups and develops a good rapport and understanding of their requirements.
- Excellent communication skills - able to deliver complex information effectively to all audiences
- Understanding of the communities in which we work, and their detailed needs
- Leads by example, role modelling corporate values and behaviours
- High level of personal integrity
- High level of personal resilience
- The ability to balance competing priorities and deliver within tight timescales.
- Skilled communicator with the ability to communicate orally and in writing to a diverse range of audiences
- A corporate team player, highly motivated and resilient.