



<b>JOB TITLE:</b>	<b>DIRECTOR OF COMMUNICATIONS, BRAND AND MARKETING (Including Nudge, Creativity and Innovation)</b>		
<b>GRADE:</b>	JNC	<b>SERVICE AREA:</b>	Adult Social Care and Hub
<b>JOB CODE:</b>		<b>LOCATION:</b>	Council House
<b>REPORTS TO:</b>	Executive Director		
<b>SPECIAL CONDITIONS:</b>	To lead the development and delivery of the corporate internal and external communications and marketing service to maintain the Council's positive reputation. The development of communications and marketing strategies to improve the performance and perceptions of the Council.		
<p>At Walsall Council, we believe that people are at the heart of everything we do. In our work, the way we listen and respond to our customers and colleagues will determine the way we grow and bring Council's vision to life. To succeed, we must push the boundaries of customer service and added value - outstanding is the new standard and the new routine. Using evidence-based insight into solving problems, managers will create an environment that provides opportunities for all individuals and communities to fulfil their potential.</p> <p>As leaders of people, managers will:</p> <ul style="list-style-type: none"><li>• Work collaboratively to develop strong working relationships and provide a bridge between the council and the communities it serves;</li><li>• Embrace change and strive for improvement continuously;</li><li>• Provide value for money to ensure services are delivered in a timely fashion, combining sustainability with quality;</li><li>• Challenge the status quo, enable and empower, act with integrity.</li><li>• Together, they will deliver services that the people of Walsall will be proud of.</li></ul>			
<b>1. Corporate duties and accountabilities:</b>			
<ul style="list-style-type: none"><li>• Every member of staff has a responsibility in the field of safeguarding and a duty to adhere to the procedures set out in the Corporate Safeguarding Policy.</li><li>• The post holder will comply with and promote the Council's Health, Wellbeing and Safety at Work policies and ensure these are implemented effectively within his/her areas of responsibility.</li><li>• Through personal commitment and clear action, the post-holder will promote the Council's employment policies, with particular reference to diversity, equality of access and treatment in employment, service delivery and community</li></ul>			

involvement. To support/develop a working culture within these services that reflects the corporate vision.

- Ensure that the services provided aligned to the Council strategy, vision, aims, objectives, priorities and continuous improvement programme and play their part in achieving these. This includes compliance with Standing Orders, Financial Regulations, Code of Conduct and the Councils Policies and Procedures.
- This job description sets out a summary of the duties and accountabilities of the role. It is not intended to be exhaustive.

## **2. Main purpose of the job role:**

- Accountable for developing Walsall's Communication Strategy in support of the delivery of the Walsall Plan and Council's Corporate Plan.
- Develops creative approaches to engaging with the community and voluntary sector. Using Nudge, and a high degree of innovation and creativity.
- Development of the brand of Walsall Council that is recognisable to the public and synonymous with good customer experience and efficiency.
- Effective performance management arrangements that allow for accurate collation of performance data and insights reporting to both internal and external stakeholders and the public.
- Together with the Chief Executive, working with Strategic Directors, other Directors - develop appropriate strategy in support of the delivery of the Walsall Plan.
- Accountable for ensuring high levels of strategy and communications activity across the Council.
- Effective development of the service including having effective workforce plans in place, motivating and developing staff and fostering talent.
- Working well with partners to ensure the best use of the communication resources available to serve the Walsall community.
- Promote a partnership working style within own service area and with other support services.
- Accountability for the development and delivery of the CBM function strategy, which will drive the use of consistent methods, effective governance and the use and sharing of best practice throughout the function.
- Leading and managing the Business Partners, Communications Manager and Specialist Manager to ensure that all teams are supported and guided.
- Working as part of the Council Hub Management Team to ensure connections are made across the hub to ensure effective delivery.
- Overall responsibility for ensuring the CBM function delivers within budget, following HR and finance guidelines.
- Ensuring consistency in the role of business partners across the directorates, to ensure services are able to effectively communicate their CBM needs.
- Developing strategic relationships both internally and externally to support the work of the function. These could include relationships with the press, funders and other areas of the hub and council.
- Ensure the function is being creative in its approach to CBM activity and embedding the use of nudge behaviours through information provision, signposting and the delivery of campaigns.

### **3. Role specific duties and accountabilities:**

#### **Horizon Scanning**

- Carry out 'horizon scanning' to ensure that opportunities for Walsall Council related areas of work are developed and potential risk is identified and managed.
- Research and deliver best practice in your area of responsibility.
- Develop long-term strategies for future service needs.
- Identify, own and manage risks arising from strategic and operational plans within area of responsibility. Advise stakeholders on risks and issues related to area of responsibility and investigate any areas for concern, implementing policies to support the delivery of council objectives and plans which comply with all relevant legislation and statutory requirements.
- Ensure robust research and analysis of customer behaviour and changing habits is undertaken to support business decisions and the development of marketing campaigns and strategies.

#### **Leading People**

- Lead the management of council-wide public relations and media services to ensure the Council receives fair and comprehensive media coverage ensuring policies and achievements receive adequate publicity and that the Council image is enhanced both locally and nationally, creating a positive and lasting impression;
- Lead the development and management of the corporate communications, brand and marketing services to promote Council services and activities to the widest audience;
- Lead the provision of advice and information to members, officers and all services of the council on all matters relating to publicity, communications and media relations;
- Lead the design, development and implementation of the Council's corporate marketing programme including high quality marketing campaigns, strategic promotional partnerships, event support and other communications, to deliver agreed corporate requirements whether these are to deliver income targets, maximise the uptake of services or change resident's behaviour;
- Lead the development and management of the Council's web-site and social media platforms, including working with service areas to empower front line staff to maximise the opportunities from these channels;
- Lead on the development and use of supporting technologies and other innovations to enhance the communications and marketing offer;
- Act as the Transformation and Partnerships link over to designated service groupings as required;
- Lead organisation-wide projects as required.

## **Managing Resources**

- To act as the Council's lead officer for communications during emergency and statutory situations such as elections, ensuring that responsibilities are fulfilled, communications remain timely, accurate, useful and helpful and the reputation of the Council is proactively managed. Includes working closely with partners.
- Working alongside Human Resources to ensure that the development, management, analysis and activities to respond to the Council's employee survey and other employee consultation activities are appropriate and are in line with best practice, taking action to address any internal communications and reputational issues, which arise from this or other work.
- Build on and increase the profile of the Council as a modern, customer focussed and forward thinking organisation through the development and implementation of the brand.

## **Managing Performance**

- Demonstrate leadership qualities and inspire teams to work across the Council as services are transformed;
- Lead a culture of effective management of resources and budget, applying best value and flexible models of support that reduce costs;
- Develop a culture of high performance, setting high standards across the organisation.
- Performance monitoring and management of delivery against agreed strategic objectives, including the effectiveness of the deployment of all resources under the area of responsibility
- To manage the performance of the service teams for which the Job Holder is responsible for and to respond and manage weak and poor performance.
- To develop appropriate performance indicators as required.
- To support and lead on the culture of continuous improvement within the services for which jobholder is accountable, providing direction on the implementation and monitoring of quality policies standards and systems.
- To ensure that output and quality of work is of the highest standard and conforms where appropriate with current regulations, legislation, and council standards.
- To promote/lead in the development and implementation of new ways of working in line with the new functional model.

## **Managing Self**

- Maintain high levels of knowledge and expertise through Continual Professional Development networking with other professionals, constantly striving to improve.
- The post Holder is responsible for his or her own self development on a continuous basis and developing and maintaining up to date knowledge of their specialist area generalist knowledge across related fields
- Will be expected to identify and agree actions in relation to personal development needs and to undertake suitable development to enhance personal performance

- All staff have clear responsibility to adhere to Local Safeguarding arrangements and act in accordance with Working Together 2004 and the Children's Act 2004. Older peoples Safeguarding.
- All staff who have access to personal data in relation to patients or staff will be aware of their responsibilities under the Data Protection Act 1998 and will abide by the eight principles of that Act. Any breach of the Act could result in disciplinary action being taken and criminal charges being brought against the individual who has breached the Act.
- All employees must adhere to their duties under the Health and Safety at Work Act 1974 and other associated safety legislation, including all new Health & Safety Regulations. In addition, employees must comply with all the Trust's policies relating to Health & Safety and Risk Management to secure a safe workplace and will draw management's attention to any deficiencies and/or hazards, which might prove detrimental to themselves or others. There is a general responsibility for employees to act sensibly and reasonably, and attend mandatory health and safety training sessions.
- All staff through personal example, open commitment and clear action, should ensure that diversity is positively valued, resulting in equal access and treatment in employment, service delivery and external communications. To be familiar with, actively promote and work within, the spirit of the CCG's & Council's Equal Opportunities policies at all times.
- All staff will familiarise themselves with Council policies, procedures and protocols relating to their service and work within the guidelines at all times.

#### **4. Key Stakeholders and reporting lines**

- To build relationships with colleagues, stakeholders, delivery partners, external contractors, suppliers and others as appropriate to enable the service to be delivered and continually improved;
- Establishing proactive partnerships arrangement which support, enable and inspire coordination across organisations to effectively spot opportunities, mobilise and promote Walsall Council as a great place to live, work, visit and invest in regionally, nationally and internationally, taking advantage of funding opportunities, national initiatives and opportunities where appropriate;
- To actively promote and represent the interests of the Council, and where appropriate, the Service, at local, regional and national level participating in relevant programmes, showcasing good practice and contributing to exchange networks;

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Using the Job Description consider what essential behaviours, abilities and knowledge are required by a person to perform each of the main activities and accountabilities of the job safely and effectively.	Indicate when Assessment is possible: at Application form =A interview=I both=A/I test = T	<b>WEIGHT CODE</b> shows relative importance Low=1 Medium=2 High=3
<b>Behaviours:</b> refer to corporate behaviours document		
<b>Professionalism</b> - Actively seek ways to prevent over-complication or confusion of service delivery through innovation, being open to change and the removal of barriers including challenging negative behaviours.	I	3
<b>Leadership</b> - Leads by example, optimising those resources allocated, Communicates clearly taking account and welcoming feedback. Takes a positive and resilient approach to change understanding the longer-term vision of the Council and/or service areas.	I	3
<b>Accountability</b> - Adopt a 'can do' attitude in the work that I deliver taking accountability for my own performance and development and responsibility for my actions and decisions. I will demonstrate inclusivity and promote the values of diversity and equality.	I	3
<b>Transparency</b> - Work with others to reach a common goal; sharing information, supporting colleagues and searching out expertise and solutions from relevant partners and/or communities we serve.	I	3
<b>Ethical</b> - Aware of own impact on others through valuing openness, treating everyone with respect and listening carefully to understand the views of others in order to build trust.	I	3
<b>Abilities/Skills:</b> (refer to JE guidance document)		
A sound understanding of the legal, commercial, political, operational and social aspects of delivering social care and health services within current and developing in national policy	A/I	3
Competent in communicating sensitive, confidential and complex information.	A/I	3
Ability to prepare, collate and interpret reports	A/I	3
Ability to work autonomously and under pressure.	A/I	3
Ability to make complex, critical decisions with skill.	A/I	3

An awareness of and commitment to equality of opportunity	A/I	3
<b>Knowledge/Experience:</b> specify type, level and qualitative (not quantitative required); if any.		
The post-holder will need to demonstrate success in devising and delivering a successful communications strategy in a similar environment. The role requires analytical and strategic thinking and skills combined with practical delivery expertise. The post-holder will need to be comfortable with both planning and delivery.	A/I	3
Evidence of developing and maintaining good working relationships with colleagues, elected Members, and partners	A/I	3
Excellent strategic and analytical skills	A/I	3
The ability to combine long-term planning and short – term reactive work, and excel in both	A/I	3
Attention to detail and editing skills to ensure that material published on behalf of the Council meets it exacting high standards	A/I	3
Previous experience of managing contracts with external suppliers and negotiating with partners	A/I	3
Experience of establishing and maintaining networks across the Council	A/I	3
<b>Qualification:</b> Specify any qualifications that are a minimum requirement, please include any equivalent qualifications that would be deemed acceptable or if this can be obtained through on the job experience.		
Relevant degree, professional qualification or experience	A	3
<b>Other Essential Requirements</b>		
An awareness of, and commitment to, equality of opportunity	I	3
Awareness of, and commitment to, confidentiality and handling data	I	3
<b>Prepared by:</b>		<b>Date:</b>