

Head of Strategic Communications

A Head of Service responsible for the delivery of a professional capability for the Council through leading a support function(s), tactical expertise area or corporate level projects.

Generic Responsibilities

- Lead a team of professionals, or act as lead professional, developing annual business plans and manage the operational delivery of services in order to deliver core objectives.
- Provide professional expertise and best practice to support the development and implementation of operational plans and ensure on-going professional development of self and others.
- Be engaged in delivering diverse and complex support services, providing expert professional advice and guidance to senior stakeholders including senior officers and elected members, to ensure that high quality service outcomes are achieved for service users.
- Play an influential role in advising, challenging and influencing stakeholders on trends, developments, issues, opportunities and innovations to support medium term planning and the delivery of improved outcomes.
- Allocate resources appropriately to support and ensure the delivery of specific objectives and intended outcomes and demonstrate value for money.
- Collate, analyse and interpret intelligence on emerging service trends, developments, issues, opportunities and innovations in order to support senior managers and other stakeholders in planning, policy setting and the delivery of improved service outcomes.
- Motivate, manage and develop staff to support a culture of high quality performance and continuous improvement to achieve excellent outcomes that meet the needs of citizens within a fixed level of resources. Resolve performance issues in order to support a culture of performance and productivity.
- Advise stakeholders on risks and issues related to regulations and standards and investigate any areas of concern, implementing policies to support the delivery of Council objectives and plans and that comply with all relevant legislation and statutory requirements.
- Develop Council wide operational policies and procedures within a broad but distinct area of expertise in order to drive best practice and legislative compliance across the Council
- Manage discreet programmes (focussed or Council wide) and projects to ensure they deliver their outcomes within agreed standards of cost and time.
- Be involved in collaboration across the Council as well as the public sector and wider city region to design and deliver solutions that are focussed on delivering a system-wide impact for residents.

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Responsibilities as a Member of the Senior Management Team

- Accountable within a matrix management arrangement for the achievement of commissioned outcomes in line with agreed strategic plans.
- Accountable within a matrix management arrangement for the quality of service(s) consistent with the framework set by Service Directors, Strategic Directors and the Chief Executive.
- Responsible for regular reporting of performance against outcomes and quality standards.
- Responsible for highlighting through matrix management arrangements significant risk to the achievement of outcomes and opportunities to enhance delivery.
- Responsible for embedding a performance culture within services which reports on the basis of agreed evidence and policy.
- Responsible for the delivery of commissioned outcomes utilising professional and specialist expertise of others across the organisation/partners as relevant.
- Accountable to a named Service Director for performance appraisal and career development.
- Supports Service Directors to ensure relevant elected members are appropriately briefed and supported on all issues within their remit
- Effective corporate management with other Heads of Service to drive standards
- Carry out other duties as specified from time to time.

Specific Responsibilities

- Lead on the development and implementation of the Council's Communications Strategy and connections into other key strategies
- Provide strategic direction for the council's communications team and offer strategic input into customer facing 'frontline' teams.
- Lead on the transformation of web and digital content activity from being transactional to serving as a tool for both customer engagement and a platform(s) to explain and promote the work of the Council.
- Lead on ensuring customer focus is at the forefront of strategic and operational plans, including appropriate customer feedback channels and timely analysis in order that continuous improvement happens, including quality assuring key engagement activity with the public.
- Ensure effective and efficient management; and service delivery of the highest quality meeting legislative requirements and customer expectations.
- Plan and deliver effective communications to protect and improve the reputation of the Council.
- Provide advice and guidance to the Chief Executive, the Senior Leadership Team, the Leader of the Council and Cabinet on key communications issues, especially to work with elected Members and colleagues to develop the strategic direction and priorities of the services aligned to, and supportive of, the Council's Vision
- Lead on the development of the Council's overall narrative, ensuring consistency and clarity of messages.
- Oversee the management and development of the council's corporate brand, and other complementary "sub-brands".
- Co-ordinate all proactive communications: digital; media relations; PR; campaigns and events, to showcase and present the work of the council, driving behaviour change and supporting service delivery.
- Ensure provision of the council's 24/7 media handling service, effective communications management in crisis situations and media training.
- Lead on the council's programme of corporate events for residents, businesses and external stakeholders.
- Ensure provision of corporate communications protocols, e.g. social media guidelines, tragic events protocol, handling the media, etc.
- Lead on the implementation of new ways of working that improve services for customers.

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Skills, Knowledge and Experience

- A successful track record of leadership and management at a senior level within a multi-disciplinary organisation including having made an active contribution to the strategic decision making process of the organisation.
- Experience of working effectively with a range of partners and key stakeholders, ensuring high-quality service provision, equality of opportunity and a proven track record of involving and engaging the community.
- Strong change management skills and experience of leading change in a large multi-disciplinary organisation including developing, leading and implementing strategies and initiatives, across the whole organisation.
- Resource and budget management within constrained circumstances. Managing a diverse staff group providing a range of services.
- Experience of developing, implementing and monitoring clear performance standards and service delivery outcomes.
- In-depth experience of Communications, Insight and Engagement, along with current knowledge of the legislative framework these services operate in.
- Able to demonstrate leadership in initiatives that have delivered significant improvement in customer satisfaction.
- Up-to-date knowledge of external issues (legislative, regulatory, best practice standards etc.) affecting areas of responsibility.
- Excellent people leadership skills and strong sense of doing what's right for residents.
- Understanding of wider issues in local government, partner organisations, public and private sector.
- Demonstrable commitment to performance management and productivity to meet the Council's priorities.
- Ability to demonstrate strategic capability and capacity.
- Committed to and champions Diversity and Inclusion.
- Committed to and Champions Safeguarding.
- Demonstrates a flexible, creative and innovative solutions focused approach.
- Substantial experience that demonstrates financial acumen.

Behaviours and Expectations

- Is a role model for and champions the Council's [Behaviours and Expectations](#).

Current Portfolio

Service Director -
Strategy and
Innovation

Head of Strategic
Communications

Communications
Team