

Communications Business Partner (Grade 12)

At Kirklees, we want to be innovative and creative in the way we work to deliver our services to our communities. We know we have challenging times ahead so we are always looking for better and smarter ways to work.

You will lead significant programmes of work for communications & marketing, and you will be experienced in leading and motivating communications and marketing professionals at all levels. Through leadership and management you will ensure that the service strategically supports the council and clients to help them achieve their objectives. You will understand the political environment of the council and the public sector. You will be able to deal with councillors and council issues, impartially and with sensitivity. You will also need to lead the organisation to spot areas of reputational risk, issues of political propriety and confidentiality. The activities and projects you lead will report directly to Cabinet, the Chief Executive and the organisation's communication Board.

This role is based within Communications and Marketing Service.

The Job

- Responsible for the development of the Communications Service, working together as a team across traditional disciplines, creating a high quality integrated service.
- Ensure internal and external communications activity is integrated seamlessly into cohesive strategies and plans
- Promotion of innovative solutions and you will be proactive in your approach, taking the initiative and encouraging the Team to do the same.
- Provision of strategic in-depth advice, guidance and direction to colleagues at all levels across the organisation, covering strategic approaches to communications and processes.
- Development of appropriate projects or plans for improvement which support both the business requirements of C+M, the Council and our customers
- Ensure Council communications comply with legal requirements, such as libel and copyright – and statutory requirements such as election guidance
- Leadership and management of the team to ensure staff are developed to their full potential and team and service outcomes are delivered on budget and within required timeframes;

Please click [here](#) to see your responsibilities related to safeguarding

Job Checklist

- Provide strategic advice to improve and protect the reputation of the organisation through the leadership and management of large portfolios of work, working proactively and taking the initiative to develop and shape their portfolio of work.
- Identify reputational risks and develop approaches that minimise or avoid these risks.
- Manage a complex range of communications & marketing projects, so that they come together to deliver effectively and meet defined objectives for the organisation and clients.
- Develop and own communications plans and activity ensuring a strategic fit with the approaches of the organisation and other clients
- Ensure that a comprehensive range of communication messages across a wide range of channels and audiences (including internal audiences) are strategically managed, and cleared with senior managers.
- Monitor the effectiveness of communications and marketing work to meet requirements and provide feedback to improve activity.
- Make sure colleagues and specialist services are briefed effectively, and briefs are adhered to. In addition, when briefing suppliers make sure the process follows procurement procedures.
- Work with colleagues and councillors in a sensitive and appropriate way, managing conflicting demands, priorities and requirements.
- Commission and procure contracts to support delivery in line with the council's principles for managing communications.

The Person

We need our employees to be driven to achieve the best, to be hard working, respectful and thoughtful to each other and our customers and to be creative, wherever they work.

- You will have expertise in, and understanding of the positive contribution communications can make towards enabling the council to meet its objectives
- Your professional skills and experience will ensure you have the ability to act with integrity and maintain appropriate confidentiality and to represent the organisation in a highly professional manner.
- An understanding of the council's political environment and the public sector will enable you to manage expectations, impartially and with sensitivity. You will also lead the organisation to identify areas of reputational risk, issues of political propriety and confidentiality.
- Your knowledge & understanding of Government guidance and best practice along with your extensive knowledge of marketing and communications practice and professional excellence will ensure you deliver effective and legislatively compliant communications activity
- Adaptable and flexible in how you work, including hours and locations, you have the ability to learn new communication skills and emerging online technologies quickly.
- You will ensure council messages and campaigns are developed in response to customer intelligence and ensure council messages are cleared at the highest levels of the council
- You will ensure activity is aligned to the priorities of the council and partners to achieve specified outcomes
- You will possess the ability to build your profile, to influence and contribute to behavior change and deliver media impact.

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours: Positive, Honesty, Respectful, Flexible, Communicative, and Supportive. This role is at level 4

Person Checklist

- A relevant degree level qualification or equivalent experience.
- Experience in managing a team to ensure the delivery of high quality communications and directly recruit, develop, motivate and manage other communication colleagues.
- Experience of developing and delivering communications, marketing and media plans and strategies to meet expectations of senior managers.
- Good research, analytical and evaluation skills to report on reach, take-up of campaigns and coverage. Including the ability to access information from a variety of sources and assess what is important and what we should consider in the development of a communications approach.
- Experience of effectively preparing clear briefings and other documents, including communication plans and strategies; to identify and provide advice to services on the most appropriate channel of communication and engagement approach for planned projects and campaigns. These will need to achieve long-term behavioural change amongst colleagues and members of the public.
- Ability to manage multiple projects, successfully delivering projects on time and to budget, and the ability to set and achieve clear impact measures.
- Excellent communication skills, written and verbal, including copywriting and presentation skills.
- Excellent interpersonal skills, an ability to build effective working relationships with internal and external stakeholders, including directors, and political leadership
- Experience of developing a digital presence using social media, websites and intranet.
- A clear understanding of project management with regard to communications strategy
- Experience of developing a digital presence using social media, websites and intranet.
- Experience of handling queries from the press, including broadcast interviews.

This Role Profile is intended to provide an understanding and appreciation of the responsibilities of this particular job. It is not possible to specify every detail and we expect you to work flexibly within your skills, knowledge, experience and grade of this job.