

**Job Title: Officer – Communications Business Partner**

**Grade: 12**

**Job Family: Management & Business Support**

**Responsible to: Head of HR/OD Marketing and Comms**

**Responsible for: Communications Officer**

**Evaluated by Grading Panel: Matched**

**Version: 1**

## PURPOSE

At KNH 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 and 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 communications and marketing strategically support KNH, the council and clients to help them achieve their objectives.

A key component of the role will be to directly contribute to delivering high performance and continuous improvement within the service/business area in line with KNH's Service Plans, Medium Term Financial Plan, the joint Delivery Plan and Kirklees Council's key objectives to deliver a customer focused service.

You will understand the political environment of KNH, the council and the public sector. You will be able to deal with Councillors, Board members, KNH 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 KNH Board, Council Cabinet, the Chief Operating Officer, and the organisations Communication Board.

The right behaviours and attitudes are as important to us as the skills you bring to the job. The post holder will work with colleagues across the organisation in line with KNH's core behaviours and values and contribute to the delivery of the organisation's purpose, vision and objectives, ensuring positive outcomes for the business and KNH customers.

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.

## ROLE DUTIES AND RESPONSIBILITIES

Specific objectives and deliverables will be agreed as part of your annual performance and development review (PDR) process, the points below are a summary of your main duties and responsibilities.

- › 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; 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 communications and marketing for KNH, the Council and our customers
- › Ensure KNH and 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.
- › 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 which minimise or avoid these risks.
- › Manage a complex range of communications and marketing activity and projects ensuring they come together to deliver effectively and meet defined objectives for the organisation and clients. Owning communications plans and activity ensuring strategic fit with approaches of the organisation and other clients
- › Ensure 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 providing this feedback to improve activity.

- › Ensure the briefing process of colleague and specialist services is effective and adhered to. In addition, when briefing suppliers ensuring the process follows procurement procedures.
- › Work with colleagues, Board members 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 KNH and the council's principles for managing communications.
- › Expertise to ensure understanding of the positive contribution communications can make towards enabling KNH and the Council to meet its objectives
- › Professional skills and experience will ensure you can act with integrity and maintain appropriate confidentiality and to represent the organisation in a highly professional manner.
- › Understanding of the public sector, KNH and the council's political environment to 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 and understanding of Government guidance and best practice along with your extensive knowledge of practice and professional excellence will ensure you deliver effective and legislative compliant communications activity.
- › You will be adaptable and flexible in how you work, including hours and locations, you can quickly learn new communication skills and emerging online technologies.
- › You will ensure KNH and Council messages and campaigns are developed in response to customer intelligence and ensure KNH and Council messages are cleared at the highest levels of the organisation(s).
- › You will ensure activity is aligned to the priorities of KNH, the council and partners to achieve specified outcomes.
- › You will possess the ability to build your profile, to influence and contribute to behaviour change and deliver media impact.

## DECISION MAKING

- › Organise and prioritise own workload, including identifying risks relating to systems and processes, proposing solutions, and advising colleagues on business systems etc.
- › Escalate issues that may impact on financial resources or operational delivery, and issues pertaining to risk, media or political attention.

- › To inform and make effective decision making to meet individual, team and overall businesses objectives in line with delegated authority levels, Financial Procedures Rules (FPR's) and Contract Procedure Rules (CPR's).

## CUSTOMER SERVICE AND BUSINESS RELATIONSHIPS

- › Proactively contribute to the achievement of operational effectiveness and service excellence by providing an efficient, professional and customer focused service to all customers of KNH and its partners.
- › Develop and maintain relationships across a broad range of internal and external stakeholders, including managers, employees, trade unions, partners and customers.

## FINANCIAL MANAGEMENT AND PROCUREMENT

- › Manage any delegated budgets and resources in accordance with delegated authority and KNH's Financial Procedure Rules. Take responsibility for required corrective action when necessary.
- › Support the Service Manager to ensure the overall quality, cost effectiveness and value for money of your business/service area(s).
- › Contribute to developing new products and services which contribute to improving performance, financial viability, and sustainability of the organisation.
- › Benchmark the performance of the service and set 'smart' targets which bring about improvement within a Value for Money framework.

## LEGAL, RISK AND COMPLIANCE

- › To ensure that all claims made against KNH are dealt with in an appropriate and timely manner and within the legal timescales. Liaise with internal agencies, external agencies, partners, external contractors, our customers, members of the legal profession as appropriate.
- › Embed a culture of risk management and appropriately assess, monitor and mitigate operational risks in line with KNHs Risk Management Strategy.
- › Effectively manage health and safety issues in your area of responsibility in line with the Health and Safety Policy and associated legislation.
- › In relation to safeguarding ensure the team is appropriately trained and follows guidance in relation to the recording and reporting of concerns in line with the policy.
- › To ensure that all areas of service delivery are up to date in terms of legislative and regulatory changes and adopt best practice in all relevant key functions.

## CORPORATE RESPONSIBILITIES AND ACCOUNTABILITIES

- › To be an active team player and develop strong supportive relationships with all work colleagues.
- › Actively promote and be committed to delivering KNH's, Purpose, Vision, Corporate Values and Behaviours.
- › Lead the development of and implementation of good working practices in line with all KNH's Policies e.g. Health and Safety and Equality and Diversity etc.
- › Ensure you and your service area always complies with the confidentiality and information security policies and procedures.
- › Influence, challenge and develop innovative solutions to improve services within the organisation.
- › To actively participate in a range of internal and external meetings/briefings, events, working groups that will enhance service delivery and the profile of the business.
- › To participate in the identification of learning and development requirements and attend training courses, seminars, conferences, and work shadowing in line with agreed Personal Development Reviews (PDR's).
- › To fulfil any other duties commensurate with the grade and falling within the scope of the post as may be reasonably required.

## SUPERVISION AND GUIDANCE

The post holder will receive supervision and guidance from the **Head of Service**.

## EQUALITY & DIVERSITY

If you feel that any of the above requirements found in the job description cause a specific barrier due to equality or diversity issues you must inform the Human Resources Department so this can be addressed.

KNH aims to advance Equal Opportunities and requires its employees to carry out its policies concerning the above both in terms of employment and as a provider of services in line with Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017.

*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.*

# PERSON SPECIFICATION

Post Title: **Communications Business Partner**

Grade: **12**

## RELEVANT EXPERIENCE

Key: A/F = Application Form, I = Interview, T = Test Essential = (E) Desirable= (D)

Criteria	Relevance (E or D)	Assessment Tool		
		A/F	I	T
<b><u>Education/Qualifications</u></b>				
<ul style="list-style-type: none"> <li>› A relevant degree level qualification or equivalent experience.</li> </ul>	E	X		
<b><u>Experience, skills and abilities</u></b>				
<ul style="list-style-type: none"> <li>› Experience in managing a team to ensure the delivery of high quality communications and directly recruit, develop, motivate and manage other communication colleagues.</li> </ul>	E	X	X	
<ul style="list-style-type: none"> <li>› Experience of developing and delivering communications, marketing and media plans and strategies to meet expectations of senior managers.</li> </ul>	E	X	X	
<ul style="list-style-type: none"> <li>› 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 should be considered in the development of a communications approach.</li> </ul>	E	X	X	
<ul style="list-style-type: none"> <li>› Experience of effectively preparing clear briefings and other documents, including communication materials skills; to identify and advise on the most appropriate channel of communication and engagement approach for planned projects and campaigns, which need to achieve long-term behavioural change with colleagues and members of the public.</li> </ul>	E	X	X	
<ul style="list-style-type: none"> <li>› Ability to manage multiple projects, successfully delivering projects on time and to budget and the ability to set and achieve clear impact measures.</li> </ul>	E	X	X	

<ul style="list-style-type: none"> <li>› Excellent communication skills, written and verbal, including copywriting and presentation skills.</li> <li>› Excellent interpersonal skills, an ability to build effective working relationships with internal and external stakeholders, including directors, and political leadership</li> <li>› Experience of developing a digital presence using social media, websites, and intranet.</li> <li>› A clear understanding of project management regarding communications strategy.</li> <li>› Experience of developing a digital presence using social media, websites, and intranet.</li> </ul>	E	X	X	X
	E	X	X	
	E	X	X	
	E	X	X	
	E	X	X	
<p><b><u>KNH BEHAVIOURS</u></b></p>				
<p><b>Progressive</b></p> <ul style="list-style-type: none"> <li>› Able to demonstrate ability to develop and implement innovative ideas to improve the service or way of working</li> </ul>	E	X	X	
<p><b>Engaged</b></p> <ul style="list-style-type: none"> <li>› Demonstrates that they are passionate about their work and what KNH is trying to achieve</li> </ul>	E	X	X	
<p><b>Respectful</b></p> <ul style="list-style-type: none"> <li>› Treats people as individuals, courteous, kind, and considers cultural sensitivities.</li> </ul>	E	X	X	
<p><b>Customer Focused</b></p> <ul style="list-style-type: none"> <li>› Able to demonstrate delivery of excellent customer service, within a customer focused environment.</li> </ul>	E	X	X	
<p><b>Honest</b></p> <ul style="list-style-type: none"> <li>› Proven track record of being transparent and open.</li> </ul>	E	X	X	
<p><b><u>Other Requirements</u></b></p> <ul style="list-style-type: none"> <li>› Ability to travel around the borough.</li> <li>› Willingness to undertake training courses relevant to the post.</li> <li>› Willingness to work outside normal office hours should the situation arise (evening</li> </ul>	E	X		
	E	X		
	E	X		

meetings, emergency call outs).				
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This post may require a Disclosure and Barring Service Check (DBS) and any appointment to the post may be subject to the candidate having an acceptable DBS check. HR will confirm whether this is applicable to the post.

This job description and person specification reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the Line Manager, the post holder and Human Resources.

**Signature of Post Holder:**

**Date:**