## Job Profile

**Job Title:**

Communications Manager (Corporate and Transformation)

**Date Completed:**

06/09/2014

**Job Reference Number:**

T5STC032

**Job Band:**

Band 6

**Functional Area:**

Strategy, Transformation & Communications

**Tier:**

Tier 5

**Accountable to:**

Head of Communications and Marketing

**Job Dimensions:**

- Responsible for delivering complex and often politically sensitive pieces of work. This will require an exceptionally high calibre of individual with the ability to negotiate, persuade, influence, and think laterally to overcome obstacles and ensure delivery.
- Influence on resource budget of approx. £2-£4m and a capital budget of £2-£5m.
- Line managing approx. 7 FTEs

**The Role:**

The Corporate and Transformation Communications Manager will lead on the delivery of the Council’s corporate communications activities and work with the Communications Managers for People and Place to jointly deliver communications for the organisation. The post holder will be responsible for supporting Commissioners, Members and Senior Officers in the strategic planning, co-ordination and delivery of internally- and externally-facing communications activities with this related outcome theme.

The Corporate and Transformation Communications Manager will lead a communications team, agreeing targets with Commissioners and the corporate centre, promoting the benefits of campaign activity delivered in a timely manner throughout the commissioning and business cycle, to contribute towards achieving outcomes. The team will deliver campaigns and activities that will look to change behaviours, perceptions, attitudes, as well as working on behalf of the wider organisation to increase levels of understanding or knowledge regarding Essex County Council and the services it provides both externally and within Essex.
County Council. In addition it will manage the delivery of all communications areas including media handling, events and their management, press desk and the purchasing of design. This role will play a key part in the delivery of communications, campaigns and marketing support for Commissioners, Members and Senior Officers across Essex County Council.

This role is also responsible for commissioning external work in support of the aims of the Corporate/People/Place Communications Team where appropriate, for example digital design, events management etc, with the agreement of the Head of Marketing and Communications.

The Corporate and Transformation Communications Manager will also lead on supporting the Employee Engagement Team to deliver employee engagement interventions for corporate internal requirements, ensuring consistent, supportive, empowering approach to the sharing of information across the organisation as well as outside of it.

The Corporate and Transformation Communications Manager will play a key part in leading the effectiveness of the Communications and Marketing department, ensuring that team members are fully trained, developed and motivated to provide excellent output, and utilised using matrix management principles.

The Corporate and Transformation Communication Manager will negotiate service agreements for campaigns and whole service, and ensure their effective delivery on time and on budget. In addition, the post holder will support the delivery of corporate publications, events, internal channels and the management of media relations.

The post holder will ensure that the output of the team is of an excellent standard, with the team able to not only handle current demand but also anticipate, plan and prepare for future requirements.

**Job Purpose Summary:**

To develop and deliver corporate communications strategies and those related 'Transformation' outcomes, via a wide variety of available channels, covering all Essex residents and Essex County Council employees, meeting all agreed service levels.

**Key Responsibilities and Accountabilities:**

**Core Accountabilities**

- Manage the organisation to a high-performing, customer-centric culture through exemplar behaviour in accordance with ECC’s Values and Core Leadership Behaviours.
- Manage employees in working flexibly and collaboratively across structural boundaries as part of project or process teams in support of key outcomes.
- Manage the development of organisational capability through good people management, including the training, development, mentoring and coaching of team members.
- Thinking creatively, challenging the norms, and constructively challenging those around them (including those more senior) to ensure continuous improvement, commercial astuteness, and inspire the same in employees.
- Ensure the proper assessment, management and mitigation of risk, including Health and Safety and Business Continuity.
- Work as part of project or process teams as required under the new operating model, ensuring
excellent cross functional output.

Role specific accountabilities

- To manage the Corporate and Transformation Communications team; leading on the planning, designing, implementing, delivery and evaluation of a series of communication campaigns to meet an agreed set of commissioning outcomes, and measures with Commissioners and corporate management board.
- To manage the budget allocated to campaigns ensuring effective monitoring and reporting across the team.
- To ensure the coordination of campaigns and internal/external communication activity within the wider team at all times.
- Provide expert advice and guidance to Commissioners, Officers Member, Directors and Executive Directors as required.
- Support the Head of Communications and Marketing in all areas of managing reputational risk for the organisation as and where necessary.
- To work with the Head of Communications and Marketing and Communications Managers Place and People to deliver, through your teams, all communications activity as required.
- To work with the Employee Engagement team, to support on a range of employee engagement interventions for corporate related requirements.
- To support a range of member engagement interventions for ‘corporate’ related requirements.
- To work with the People and Place Communications Managers to provide the planning and strategic activity which will ensure the successful delivery for Commissioners of all communications required for shared people/place and corporate outcomes.
- Oversee the design, content, format and scheduling of ECC’s publications and event management for corporate activity.
  Responsible for commissioning external work in support of the aims of the Corporate and Transformation Communications Team where appropriate with the agreement of the Head of Communications and Marketing.

Knowledge, Skills and Experience:

- Excellent interpersonal skills and an ability to communicate clearly and accurately to a variety of audiences, both internal and external.
- Educated to degree level or hold a marketing/communications qualification or equivalent by experience.
- Experience of development and delivery of communications strategies including online, news media, digital and campaigns.
- Experience of budget and line management within and marketing and communications environment, both internal and external.
- Experience of overseeing design, digital and print projects.
- Experience of developing and delivering campaigns designed to secure organisational objectives.
- Experience of working in a political environment, skills in understanding and responding to different perspectives and taking a cross organisational perspective.
Competencies and Behaviours:

The postholder must behave in accordance with ECC’s Values and Behaviours.

CLEAR
- By inspiring a common sense of purpose and direction across ECC and by being definitive about the contribution that you and your team need to make to support ECC in the successful delivery of outcomes for the Essex community.

DECISIVE
- In applying commercial judgement to make decisions that will deliver cost efficient and effective results for ECC and outcomes for the broader Essex community.

ACCOUNTABLE
- By visibly displaying your commitment to cross organisational success and in accepting full responsibility for the contributions of you and your team to this success.

INNOVATE
- By giving freedom to others to improve the performance of ECC by challenging the status quo and providing enough scope for individuals to experiment with new or innovative solutions.

TRUST
- By building a strong and capable team, confidently setting the direction, clearly articulating the measures of success and then trusting your team to deliver.

RECOGNISE
- By genuinely valuing the contribution of others and using formal and informal methods to encourage their unique contributions and recognise their achievements.

INFLUENCE
- By respectfully taking into account the views of others in effectively representing the position of ECC in the establishment of commercial partnerships that deliver the best outcomes for the wider Essex community.

ASTUTE
- By demonstrating an ability to understand and respond to the complex, evolving political, economic and social environment within which ECC operates.

DELIVER
- By setting clear goals that cascade from the key ECC outcomes, by consistently meeting quality standards and deadlines and by looking for ways to succeed no matter what the challenge.

DRIVE
- In displaying genuine passion and enthusiasm for the achievement of ECC priority outcomes and
proactively seeking ways to address issues that may hinder the achievement of these outcomes.

**SELF-AWARENESS**

- In being aware of how your behaviour, personality and operating style impacts on others and using this awareness to find the best way to work with and lead others.

**IMPACT**

- By leveraging your natural leadership style to inspire others to work with you and to promote a culture at ECC that encourages achievement and regularly celebrates growth and success.

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**Work Style:**

- **Office based.**

  An office based employee will spend most of their working time at a desk. They will rarely attend meetings and are unlikely to be away from the office. They may, however, work flexibly on an infrequent/ad-hoc basis.

- **Flexible office based.**

  A flexible office based employee will have a main base but will either attend regular meetings, and/or work flexibly on a more frequent basis.

- **Mobile.**

  A mobile employee has a nominated ECC base but spends at least 50% of their time working flexibly.

- **Home based.**

  A home based worker has no nominated ECC base and spends at least 80% of their time working at home.

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**Safeguarding:**

Essex County Council is committed to safeguarding and promoting the welfare of children and vulnerable adults, and expects all employees and volunteers to share this commitment.

**Role Requirement:** This role does not require a DBS (CRB) check.
Pre-employment Checks:

**Role Requirement:**
Not working with children or vulnerable adults or not in a specified place.

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<thead>
<tr>
<th>Pre-Employment Check</th>
<th>Definition</th>
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<tr>
<td><strong>Self Declaration</strong> <em>(Unspent convictions only)</em></td>
<td>A declaration of unspent convictions must be completed by all employees who do not work directly with vulnerable adults or children.</td>
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<tr>
<td><strong>References</strong></td>
<td>A minimum of two employer references will be required - one of which must be the last employer. <em>Any gaps of 4 weeks or more will be explored by the manager at interview stage. Where requested by the manager additional character references will be taken up.</em></td>
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<td><strong>Medical</strong></td>
<td>All new recruits and employees whose role changes significantly are required to complete a medical health declaration.</td>
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<td><strong>Eligibility / Right to work in the UK</strong></td>
<td>Proof is required and original documentation will be sought i.e. passport or full birth certificate.</td>
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<tr>
<td><strong>Regulatory qualifications and professional registration (subject to role)</strong></td>
<td>Original qualification certificates and proof of registration with a professional body is required (if applicable).</td>
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**SWIFT / Protocol**  
*(SCF - Children’s Social Care Team only)*

A check against the individuals name on the Social Care electronic database will be administered.

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<th>Safer Recruitment Consultant:</th>
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