



ROYAL BOROUGH OF GREENWICH

JOB DESCRIPTION

DEPARTMENT Communities and Environment

SECTION Communications and Engagement

DESIGNATION Deputy Communications and Engagement Manager

REPORTS TO Communications and Engagement Manager

GRADE PO5

Purpose of Job:

To lead the strategic planning and delivery of effective communications and community engagement across a designated directorate. To advise Chief Officers, the Leader of the Council and Cabinet Members and work with them to devise and implement fully integrated communications and engagement strategies to support service delivery, manage reputation, and increase resident engagement. To work on public affairs and lobbying campaigns and provide advice to senior officers, Members, colleagues and external partners on a range of communications issues. To take a strategic view of communications and community engagement work to ensure it links effectively with the Council's Corporate Plan, programmes and objectives, and the wider public and news narrative. To deputise for the Communications and Engagement Manager and to manage the team in their absence.

Manages up to 5 directly managed staff.

Manages up to 5 indirectly managed consultancy/contracting staff.

Main Duties:

- 1) To act as the strategic lead for effective external and internal communications and community engagement across a directorate.
- 2) Responsible for effective people management, recruitment and selection, training, performance, sickness absence and disciplinary matters. Including line management of Communications and Engagement Officers, as directed, delegating projects and supervising the quality outputs.
- 3) To act as the corporate lead on specific communications projects in line with the Council's strategic priorities. Appoint and manage project teams including contractors and/or temporary staff to ensure successful delivery and high-quality collaborative working with all stakeholders and suppliers.

- 4) To develop, lead, implement and evaluate integrated communications and behaviour change campaigns, to promote the Council's services, policies and objectives. Managing campaign budgets to deliver value for money.
- 5) To develop and implement public affairs campaigns and develop strategies which enable the Council to reach and influence key relevant decision makers. Oversee the drafting and proof reading of key policy documents.
- 6) To provide advice to senior officers, members, colleagues and external partners on a range of communications and community engagement issues.
- 7) To write, edit and review content for the Council's communication channels including websites, publications, speeches, news releases and social media accounts, ensuring that they are high quality, suitable for the target audience, accessible, and useful.
- 8) To act as the Council's lead liaison with stakeholders' communications and community engagement teams.
- 9) To support the delivery of consultations and community engagement within their designated portfolio area.
- 10) To take part in the media desk rota, responding to a range of politically sensitive press and social media issues effectively and to extremely tight deadlines.
- 11) To establish and maintain positive relationships with journalists to effectively use the media to promote the Council's services, policies and objectives.
- 12) To achieve personal monthly targets for proactive coverage across a range of local, regional, trade and national media.
- 13) To assign and brief photographers, designers and filmographers to create effective and innovative marketing materials, overseeing the quality of their work.
- 14) To support the management of the Big Screen and the development of the corporate content programme and editorial policies, standards and procedures working in partnership with any partners.
- 15) To take part in a 24-hour on-call out of hours rota and delivering emergency communications support.
- 16) To represent the Communications and Engagement team and/or the wider Council at public-facing meetings and at meetings with partners and stakeholders. To speak in public and deliver presentations as required.
- 17) To carry out audits of Council web pages, using analytics to make recommendations to service areas.
- 18) To write, edit and upload effective, accessible content to the Council's corporate website and galaxy sites.
- 19) To attend Council meetings relating to designated areas of Council activity.
- 20) To advise Council staff to ensure the delivery of efficient communications and community engagement and to enforce the Communications Monitoring process and associated standards.

- 21) To brief, advise and support members and senior officers with broadcast and press interviews.
- 22) To contribute towards the team's income generation targets.
- 23) To deputise for the Communications and Engagement Manager as appropriate and to manage the team in their absence.
- 24) Shared responsibility for joint team resources including laptops and tablets.
- 25) To ensure that all communications and community engagement activities adhere to corporate standards, providing direction and advice to departments to ensure that standards are met.
- 26) To contribute to the Council's corporate web development projects, enabling delivery of online solutions which deliver services efficiently in line with Cabinet priorities.
- 27) To assist with media-related Freedom of Information Requests in line with council processes.
- 28) To maintain a detailed knowledge of the issues affecting local government and the key corporate priorities of the Council.
- 29) To develop content and functionality for online forms to ensure a good user experience.
- 30) To undertake all duties with due regard to the provisions of health and safety regulations and legislation, Data Protection/GDPR, the Council's Equal Opportunities and Customer Care policies.
- 31) Ensuring that all work complies with Council policies and procedures and statutory obligations are met.
- 32) Where necessary for the job role or appropriate for continued development in the role, the post holder may be required to participate in training and development courses made available via the Council's Apprentice Levy funding.
- 33) To undertake any other work appropriate to the level and general nature of the post's duties.
- 34) To be responsible for undertaking employee investigations, hearings and appeals in line with the RBG policies and procedures.
- 35) Responsible for providing mentoring opportunities to junior staff (e.g. graduates, apprentices etc.).
- 36) To be responsible for maintaining and promoting your own knowledge of relevant legislation, guidance, best practice and attending relevant training.
- 37) To perform all duties in line with Council's staff values showing commitment to improving residents' lives and opportunities, demonstrating respect and fairness, taking ownership, working towards doing things better and working together across the Council.

Designation of the post to which the post-holder normally reports: Communications and Engagement Manager

Person Specification

Job Title	Deputy Communications and Engagement Manager
Grade	PO5
Service/Section	Communications and Engagement
Directorate	Communities and Environment

Method of Assessment: AF= Application Form, T = Test, P = Presentation, I = Interview
Shortlisting Criteria: Essential criteria assessed via application form should be used to shortlist.

Criteria	Method of Assessment	Essential/ Desirable
Knowledge		
Understanding of the complexities of working in a political environment and of working directly with members	A/I	Essential
Understanding of local and national government, and the media	A/I	Desirable
Skills and Abilities		
Educated to degree level or equivalent, or experience as a senior communications or community engagement officer	A	Desirable
Ability to work flexibly in a team environment with tight deadlines and constantly changing workloads	A/I	Desirable
Excellent written and oral communications skills	A/I	Essential
Experience		
Significant experience of working in a communications or community engagement environment at senior practitioner level with demonstrable outcomes.	A/I	Essential
Experience of managing or supervising staff within a communications environment, or of leading projects or teams.	A/I	Desirable
Experience of providing strategic communications advice to senior figures (managers, partners and/or members).	A/I	Desirable
Experience of strategic communications planning including researching, delivering and evaluating integrated communications campaigns; reputation management; and handling high profile media issues	A/I	Essential

Experience of engaging different audiences using wide-ranging tactics, formats and channels.	A/I	Essential
Experience of producing digital content for websites and social media, and of using analytical tools to create accessible content and improve user experience.	A/I	Essential
Equal Opportunities		
Understanding of and commitment to the Council's equal opportunities policies and ability to put into practice in the context of this post.	A/I	Essential
Understanding of and commitment to achieving the Council's staff values and ability to put into practice in the context of this post.	A/I	Essential