JOB DESCRIPTION

JOB TITLE Communications and Marketing Manager POST NO.

SERVICE AREA Policy and Communications

SECTION Communications and marketing

GRADE/SALARY Scale 11

RESPONSIBLE TO Assistant Director – Policy and Communications

RESPONSIBLE FOR:

- Developing, implementing and evaluating communications strategies and plans
- Digital communications including website, intranet, videos and social media
- External communications and media relations
- Internal communications
- Reputation and crisis management communications
- Campaigns and events
- Marketing, with a focus on income generation
- Branding

MAIN PURPOSE OF POST

The Communications and Marketing Manager will manage, maintain and enhance the reputation of Chesterfield Borough Council through the development and implementation of strategic communications and marketing policies and programmes.

DUTIES AND RESPONSIBILITIES

The postholder must, at all times, carry out their duties and responsibilities to comply with Council policies/procedures.

1. Provide strategic leadership and service management for the key areas of responsibility.

2. Lead the Council's communications and marketing service, developing and implementing strategy, and effective procedures and processes across the organisation to support the delivery of the Council’s vision and Council Plan.

3. Effectively manage teams, budgets and resources to deliver key Council priorities and initiatives including the vision, Council Plan and Policy and Communications Service Plan.

4. Work closely with the Council’s leadership on corporate communications and media relations, influencing key relationships and promoting and managing the Council’s reputation and brand.

5. Provide expert advice and guidance to members, officers and other key relationships
for the key areas of responsibility so that strategic alignment, brand, image and reputation are an integral part of decision making.

6. Effectively brief and advise the Council’s leadership including elected members and officers who are required to give interviews and comments with the media.

7. Lead on priority communications and marketing campaigns and projects involving a wide variety of deliverables being achieved on time and on budget.

8. Act as the lead Communications and Marketing advisor to key Council projects and change management activities.

9. Develop and manage the Council’s brand strategy to ensure that it is an effective communications and marketing tool, easily recognisable and consistent across the Council.

10. Be responsible for all aspects of communications in times of an emergency and act as the Council’s expert on crisis and business continuity communications.

11. Continuously review and evaluate activities including external benchmarking, best practice, innovation, customer satisfaction and performance standards to ensure professional provision of the service.

12. Prepare reports, briefing notes and presentations for a variety of audiences including Scrutiny, Portfolio Cabinet and the Corporate Management Team and to attend meetings as necessary.

13. Establish and maintain media networks to promote the Council’s work and effectively manage reputation.

14. Develop and maintain key relationships across the Council and with partner organisations, media professionals and the local community.

15. Develop, edit and utilise content for internal and external publications, website, intranet, campaigns and social media including the negotiation and delivery of production processes.

16. Develop and deliver training programmes and briefings for elected members, officers, volunteers and where appropriate partner agencies and community groups in relation to the key areas of responsibility.

17. Utilise skills, knowledge and experience to assist other the wider Policy and communications service and other services on specific projects and during peak demand periods. This includes deputising for the Assistant Director – Policy and Communications where appropriate.

18. Any other duties which are similar/equal to the responsibility and grade of the post.
GENERAL

Equalities – To be aware of and implement the Council’s Equality and Diversity Policy which sets out the Council’s commitment to advancing equality and social inclusion while celebrating the diversity within our communities.

Code of Conduct – All employees of Chesterfield Borough Council must comply with the Employees’ Code of Conduct.

Health & safety – To comply with the Health and Safety at Work etc. Act (1974) and carry out all duties in accordance with the Council’s Health and Safety policy

Staff Development - The Council's Performance & Development Review is an integral part of Chesterfield Borough Council’s performance management framework as well as a key employee development procedure.

Data Protection – All employees must adhere to the requirements of the Data Protection Act in respect of confidentiality and disclosure of data.

Safeguarding Children and Vulnerable Adults - The Council has both a moral and legal obligation to ensure a duty of care for children and vulnerable adults across its services. We are committed to ensuring that all children and vulnerable adults are protected and kept safe from harm, and we have a responsibility to safeguard and promote well-being.

SPECIAL FEATURES OF POST

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<thead>
<tr>
<th>Political Restriction</th>
<th>Yes</th>
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<tr>
<td>Vetting Checks</td>
<td>Normal</td>
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<tr>
<td>Flexible approach to time of work, with ability to work evenings and weekends as required by the needs of the service.</td>
<td>Due to the need to work closely with a range of stakeholders and as part of the emergency response team the postholder will be required to attend meetings, training and events in the evenings and weekends and provide emergency cover outside office hours.</td>
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<td>You may be required to carry out those duties at your present workplace or at another Council venue.</td>
<td>Will need to be able to drive and have access to a car for work purposes as travel will be required</td>
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## PERSON SPECIFICATION

### JOB TITLE

Communications and Marketing Manager

### SERVICE AREA

Policy and Communications

### EDUCATION AND QUALIFICATIONS

**Essential**

1. Educated to degree level or equivalent.
2. Relevant professional qualification and continuing professional development.
3. Management qualification

### KNOWLEDGE/ SKILLS/ ABILITIES

**Essential**

1. Ability to demonstrate competence against all descriptors in the Council’s competency framework at Level 3.
2. A strong command of current communications and marketing management issues affecting large, complex organisations.
3. A thorough knowledge of the legislation, policies, procedures and best practice for the areas of responsibility.
4. Ability to think and act strategically, and develop practical and creative solutions whilst maintaining a clear overview of priorities.
5. Advanced communication, influencing and negotiation skills.
6. Ability to build effective teams that deliver high standards, collaborative working and integrated solutions to complex and challenging problems.
7. Ability to build relationships, broker agreements and work collaboratively with both internal and external stakeholders/partners.
8. Capable of motivating and inspiring others, to effect behaviour change and to improve organisational effectiveness.
9. Ability to work under pressure, to tight deadlines and demonstrate initiative.
10. Ability to respond and adapt to changing needs and conflicting demands, and to prioritise resources accordingly.
11. Ability to develop and edit high quality content for a variety of different audiences and media including social media, websites, intranet, press
releases, features, campaigns and publications.

12. **Ability to develop and project manage a range of projects including innovative communication and marketing campaigns and events.**

13. **Able to effectively procure and manage internal and external suppliers.**

14. **Ability to deliver a variety of channels and routes to market, and effect channel shift for better customer access and efficiency.**

15. **Able to identify and deliver commercial solutions to maximise income opportunities and reduce waste.**

**Desirable**

1. Application of full range of communications and marketing skills in a political environment.

2. Understanding of local government, political context and climate.

**EXPERIENCE**

1. A track record of successfully leading a strategic communications and/or marketing function in a large, complex, multi-disciplinary organisation incorporating internal and external communications.

2. Evidence of strong crisis management skills working in a multi-agency environment.

3. Experience of leading, managing and developing teams to effectively deliver a range of functions and priority activities and respond to corporate responsibilities.


5. Demonstrable experience of working closely with and advising senior leadership within a large organisation.

4. Track record of using communications and marketing as a positive contributor to changing perceptions and behaviours – internally and externally.

5. Track record of using communications and marketing to drive channel shift and income uplift.

6. Experience of managing change campaigns in a large and complex organisation.

7. Evidence of delivery which shows ability to drive things through, with a creative flair to find a better way of doing things, and make effective decisions.

8. Extensive experience of e-communications including their application within day to day communications and marketing management and campaigns.