

ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD

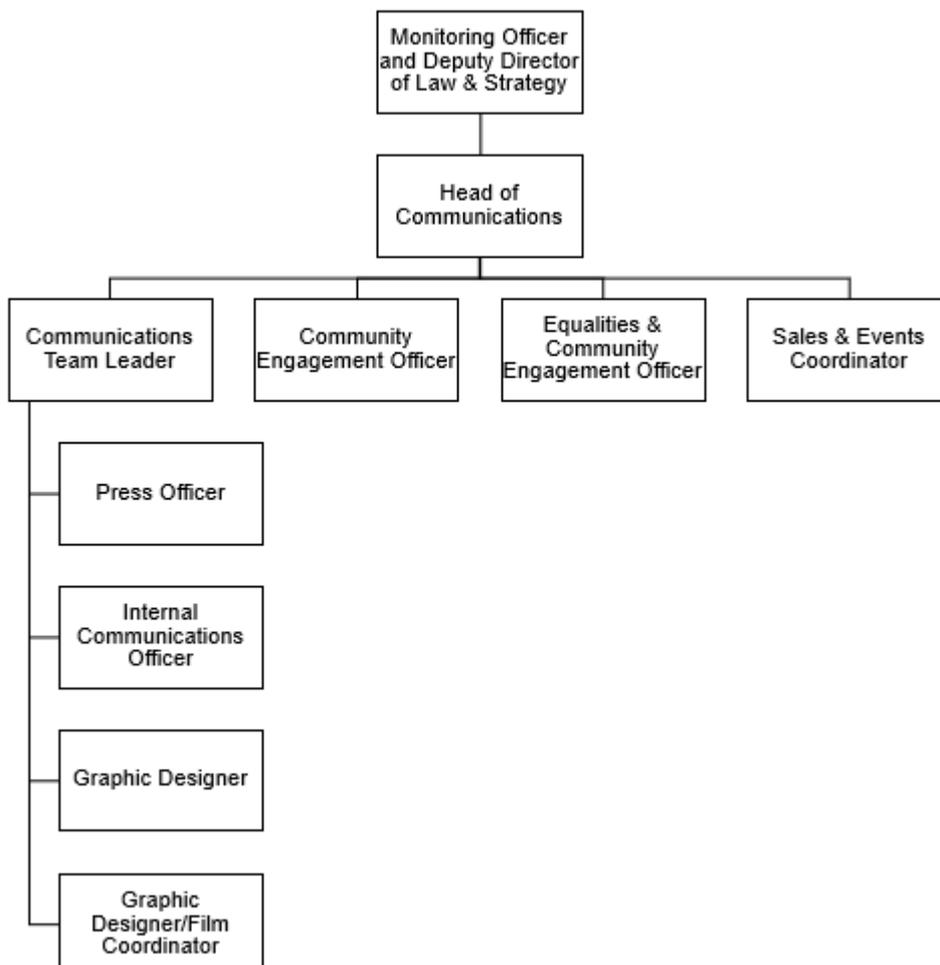
Job Accountabilities

Job Title: Communications Team Leader	Job number: WM0409
Service Area: Communications & Marketing	Team: Communications

JOB PURPOSE

- To lead the communications team, in collaboration with the wider communications and marketing service, ensuring effective delivery of the communications plan against agreed targets.
- To lead on all engagement with the local, national and trade media, ensuring that the council's position is explained clearly and concisely and that reputation risks are assessed and mitigated effectively.
- Responsible for revising and implementing the corporate internal communications and engagement strategy that drives organisational improvement and supports the council's vision and values.
- To lead on all aspects of social media and digital communications ensuring that the council maximises its usage as a key tool to deliver the council's communications strategy.
- Engage with a wide range of officers including the managing director, directors, heads of service and senior managers, as well as councillors and cabinet members.
- Deputise for the Head of Communications as required.

POSITION WITHIN SERVICE STRUCTURE



JOB ACCOUNTABILITIES

Service delivery accountabilities

- To lead and manage the communications team and support the implementation of the communications strategy/annual plan to ensure residents are engaged with the work the council carries out.
- Work closely with the communications and marketing manager to deliver internal and external communications through a range of channels, which adhere to the council's communications plan and promote the work of the council.
- To lead on all media responses for local, national and trade media ensuring that the council's viewpoint is set out in clear and concise terms.
- To oversee the day-to-day running of a busy media relations office to ensuring that messaging is consistent, materials are of high quality, the council's reputation is enhanced and protected, and deadlines are met.
- To lead, as required, on a range of high profile and more complex communication projects in conjunction with the communications and marketing manager to ensure that key messages are shared with residents as well as evaluated.
- To provide guidance to directors, heads of service and councillors as well as other relevant stakeholders and partners around media and communication issues.
- To lead on digital newsletters produced by the corporate comms team ensuring that the content is engaging and targeted as well as increasing sign up to the residents' email newsletter.
- To oversee the social media activity within the corporate accounts to ensure that key messages and themes run throughout all communication channels.
- To lead on printed communication especially Around the Royal Borough, devising and developing the content as well as overseeing the printing and distribution to 61,000 homes in the Borough.
- Oversee the corporate internal communications and engagement strategy that drives organisational improvement and supports the council's vision and values.
- To co-ordinate communications activities, ensuring a 'one council' approach and consistency of message.
- To be the guardian of the brand and ensure that material that is issued via the comms teams sits within the branding guidelines.
- To work alongside the communications and marketing manager on events such as elections and royal events leading media cells as and when needed.
- To deputise for the communications and marketing manager as required.
- To assist the communications and marketing manager to continuously review and improve the communications function, ensuring the team are developing and keeping up with best practice, innovation and change.

Standard accountabilities/responsibilities that apply to all council staff or specific groups are set out in the Employee Handbook; these include:

- Corporate management
- Information governance compliance
- Whistleblowing
- General Safeguarding Statement
- Project and work management
- Working in a team
- Risk management including Health & Safety
- Business continuity
- Equality of Opportunity
- Our corporate values
- Budget management
- Specific responsibilities for managers.

Local operating procedures and specific activities/tasks will be supplied by the service.

Person specification

Key Criteria	Essential	Desirable	How assessed
Qualifications and training	Good basic qualifications at GCSE level Or Demonstratable appropriate experience.	Qualified to either graduate or equivalent public relation, marketing or communications professional qualification	Application form
Job Competence summary (knowledge, skills, abilities, experience)	<p>Demonstratable experience of running a communications team in a similar organisation.</p> <p>Experience of developing and delivering effective external and internal communications strategies.</p> <p>Demonstratable experience of using digital channels effectively to communicate an organisation's key messages to residents and key stakeholders.</p> <p>Experience of providing communications advice to senior managers/cllrs.</p> <p>Demonstratable experience of finding positive solutions to complex communications challenges.</p> <p>Demonstratable experience of working effectively with others to deliver collaborative projects on time and to budget, meeting</p>	<p>Good understanding of and interest in current affairs, particularly issues affecting local government.</p> <p>Understanding of how local authorities work.</p>	All to be assessed through the application process, interview and practical exercises.

	<p>overall objectives.</p> <p>Understanding of the latest communications techniques and practices.</p> <p>Knowledge and understanding of ICT and technology as applied to communications, marketing and publishing.</p> <p>Understanding of and commitment to equalities and diversity and community cohesion and how these might be promoted in this role.</p> <p>Demonstrates excellent communications skills, oral and in writing, including presentational skills in formal and informal settings.</p> <p>Tenacity and drive to complete a task, within agreed timescales.</p> <p>Ability to plan, programme, deliver and monitor projects and programmes of work, in line with agreed timescales and outputs, managing conflicting and completing priorities effectively.</p> <p>Positive attitude, detail and customer orientated with good multitasking and organisational abilities.</p>		
--	--	--	--

	<p>Works collaboratively with colleagues and managers in services across the council as well as third parties, overcoming obstacles to change.</p> <p>Able to handle sensitive and confidential material with tact and diplomacy.</p> <p>Willingness and ability to learn to use new tools and technologies.</p> <p>Takes responsibility for their own work and learning.</p> <p>Self-motivated and able to work on initiative.</p>		
Other requirements (eg unsocial hours working, driving licence, fit to drive Council vehicle etc)	<p>Flexible attitude to working hours – with some evening meetings and out of hours required.</p> <p>Ability to drive and full driving licence.</p>		
This post has been identified as customer facing in accordance with Part 7 of the Immigration Act 2016 and therefore the council's English language fluency standard applies.	The ability to converse at ease with the public, answer questions and provide advice, including the use of specialist terminology relevant to the job role/profession and where necessary for an extended period of time.		The competent answering of interview questions in English.