

Job Description

Job Title Senior Campaigns Officer	Service Area Strategy, Brand & Impact	
Directorate Marketing	Post Number	Evaluation Number 7400
Grade PO4	Date last updated December 2024	
<p>People at the heart of everything we do We are committed to putting people – Newham residents and Council staff – at the heart of all we do. Our approach is a collaborative joint enterprise between residents, the Mayor, Members, Council staff and the Corporate Management Team.</p> <p>Equality and diversity We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity policy in the course of their work.</p> <p>Protecting our staff and services Adherence to health and safety requirements and proper risk management is required from all employees in so far as is relevant to their role. All employees are expected to understand and promote good health and safety practices and manage risks appropriately.</p> <p>Corporate parent We believe that every member of staff working for Newham Council should understand and fulfil our corporate parenting responsibilities for our looked after children that we have under the Children and Social Work Act 2017.</p>		

Overall Purpose of Job

Our corporate plan Building a Fairer Newham sets out how we will transform the Borough and, as a Council, provide consistently excellent resident experience. At the heart of our ambition is a commitment to improve how we communicate with, and on behalf of, residents. The Council’s Marketing Directorate sets how we present ourselves to residents and position ourselves with partners, winning the hearts and minds of local people with a clear Newham brand and narrative, and motivating staff to become ambassadors for the Council. It leads our communications, content, research, and partnerships work. In addition, we are seeking to find new and better means to promote a positive picture of Newham on the national stage, including to partners and potential investors.

In an increasingly interconnected world, integrated campaigns across media and digital platforms and other public affairs and partnership channels are crucial for the Council to reach our target audience and achieve our corporate plan. As a Senior Campaigns Officer, you will be responsible for managing integrated campaigns, ensuring they are inclusive, effective, and goal orientated.

You will create a clear structure for each campaign, integrating different specialist skills across the directorate into a cohesive campaign with clear goals, a target audience, and a blueprint for the campaign's execution. Working closely with internal stakeholders, you will agree key messages and success metrics.

You will involve people from multiple disciplines across the Directorate, unlocking the full potential of people's technical skills and fostering a culture of active participation and open dialogue so together you can develop innovative and creative campaigns ideas that resonate with our community and reflect the Council's values.

Job Context

- The post holder reports to the Head of Integrated Campaigns.
- The post holder has no line management responsibility.
- All employees are required to participate in the Performance Development Scheme and to undertake appropriate training and development identified to enhance their work.
- The post holder will work collaboratively with colleagues in the Marketing Directorate and across the Council, playing an integral part in the delivery of goal orientated integrated campaigns.
- The post holder will be one of a team of people who participate in an on-call rota to respond to any crisis communications activity required outside of normal working hours.
- The post holder may be required to work outside normal business hours, including occasional weekends and public holidays, in order to meet service requirements.

Key Tasks and Accountabilities

Key tasks and accountabilities are intended to be a guide to the range and level of work expected of the post holder. This is not an exhaustive list of all tasks that may fall to the post holder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

- Lead the planning, design and implementation of multi-channel campaigns as set out in the forward plan and assigned by the Head of Integrated campaigns.
- Work closely with internal stakeholders to identify campaign goals, target audience, primary channels, key messages, and success metrics.
- Ensure integrated campaigns remain goal orientated, utilising a range of communication levers in a coordinated way and with a unified brand voice, to land the key messages and achieve the agreed outcomes.
- Coordinate the resources across the Marketing Directorate to deliver each integrated campaign, unlocking the full potential of people's technical skills and fostering a culture of active participation.
- Manage all aspects of campaign delivery, including timelines, budgets, and resources.
- Oversee the production of campaign materials, ensuring consistency in messaging across all channels.

- Ensure messages for the campaign have been tailored to target the right audience with the right message in the right way, and that campaigns are inclusive and accessible.
- Ensure that all communications meet statutory guidelines and adhere to the relevant legal and voluntary controls on local government publicity.
- Work with research colleagues to stress-test campaigns and understand how well campaigns are being received, making adjustments to the approach where necessary.
- Provide regular status reports about the progress of the integrated campaign, accomplishments and challenges.
- Support the Head of Integrated Campaigns and research colleagues to evaluate integrated campaigns.
- Provide advice and guidance to Services when they are delivering smaller, service specific campaigns, agreeing the goal and the best communication levers to utilise.
- Develop comprehensive guidelines and toolkits to assist Services in delivering smaller, service specific campaigns. This includes leading training sessions for internal stakeholders on effective communication and campaign techniques.
- Facilitate a Newham Communications Network for staff identified as undertaking communications across the Council to learn about Newham's branding and communication standards, develop skills, and share good practice.
- Attend Services' management team meetings when required, for example to advise on the communication implications of their horizon scanning.
- Actively contribute to the development of the Council's forward plan of strategic integrated campaigns.
- Own and keep updated the integrated events calendar, a 12-month view of all external faith and public/civic events that present opportunities for the borough.
- Assist with the development, implementation, and familiarisation of the Council's brand guidelines for the council.
- Establish and maintain effective working relationships with colleagues, Service Managers, and Members.
- Participate in the Council's emergency communication arrangements as an on call member of the response team.
- During out of hours crisis communication, agree key messaging with Services, ensuring Members and key senior leaders have access to this, where appropriate turning potentially negative reactive challenges into positive opportunities.
- Keep up to date with developments in integrated campaign practice, making recommendations for applying this learning or opportunities in Newham.
- Discharge the relevant statutory duties and responsibilities in relation to Equality and Diversity, and promote and champion equality and diversity in the delivery of all Council activities, service provision and employment practice.

Personal Specification

Important Information For Applicants

The criteria listed in this Person Specification are all essential to the job. Where the Method of Assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be shortlisted. Please give specific examples wherever possible.

CRITERIA	METHOD OF ASSESSMENT
<p>KNOWLEDGE:</p> <ul style="list-style-type: none"> ▪ Understanding of best practice for integrated campaign management. ▪ Familiarity with relevant legal and voluntary controls on local government publicity. ▪ Awareness of public sector practice, the political environment and Newham Council's diverse communities. ▪ Understanding of the principles of behaviour change and 'nudge' highly desirable 	<p>Application and Interview Interview</p> <p>Application and Interview</p> <p>Application and interview</p>
<p>EDUCATION/QUALIFICATIONS</p> <ul style="list-style-type: none"> ▪ Relevant degree and/or professional qualification, or equivalent experience. ▪ Evidence of continuing professional development and staying up to date with best practices and techniques. 	<p>Application</p> <p>Application</p>
<p>EXPERIENCE:</p> <ul style="list-style-type: none"> ▪ Proven track record in planning, delivering, and monitoring successful communication campaigns, preferably within a public sector context. ▪ Experience managing complex projects with multiple stakeholders ▪ Direct experience of delivery in at least <i>two</i> of the following disciplines: media relations, digital marketing, behaviour change and social marketing, brand, social media, public affairs ▪ Experience in crisis and emergency communication and handling sensitive issues. ▪ Experience of working with senior officers (desirable for this to extend to politicians). 	<p>Application and Interview</p> <p>Application and Interview</p> <p>Application and interview</p> <p>Application and Interview</p> <p>Application and Interview</p>

<p>SKILLS AND ABILITIES:</p> <ul style="list-style-type: none"> ▪ Strong project management skills and multitasking abilities. ▪ Demonstrated ability to build and maintain positive relationships with a wide range of stakeholders. ▪ Good negotiation and influencing skills, including the ability to manage multiple stakeholders with competing priorities. ▪ Good collaboration skills, able to work closely with colleagues, motivating them to ensure the successful delivery of strategies. ▪ Highly developed written, oral, and visual communication skills, including the ability to present complex ideas in a clear and comprehensible way. ▪ Able to exercise judgement, discretion, and initiative within a politically sensitive environment. ▪ Detail-oriented and commitment to excellence. ▪ Ability to analyse campaign performance data and derive actionable insight to improve the existing and future campaigns. ▪ Ability to remain clam under pressure in crisis situations and deliver clear, effective messages. ▪ Can facilitate individual and group training sessions. 	<p>Application and Interview</p> <p>Interview</p> <p>Application and Interview</p> <p>Application</p> <p>Application</p> <p>Application</p> <p>Application and Interview</p> <p>Application and Interview</p>
<p>OTHER SPECIAL REQUIREMENTS:</p> <ul style="list-style-type: none"> ▪ Willingness and ability to work occasional evenings, weekends and bank holidays in order to meet campaign and communication requirements. 	<p>Application</p>