

# Job Description



<b>Job Title:</b> Communications and Marketing Lead	<b>Service Area:</b> Mayor's Office	
<b>Directorate:</b> Resources	<b>Post Number:</b> TBC	<b>Evaluation Number:</b> 6517
<b>Grade:</b> GLPC-PO4	<b>Date last updated:</b> December 2022	

## Building a Fairer Newham

We are committed to investing in our people and our borough to make it the best place to live. We are addressing poverty and inequality, tackling the housing crisis, health inequality and food insecurity. Our commitment starts within the workplace where we strive to ensure the Building a Fairer Newham Corporate Delivery Plan is our number one priority to deliver better and fairer outcomes for our residents

## 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.

## 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.

## 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.

## Overall Purpose of Job

The purpose of this role is to help develop and deliver effective communication, campaign and marketing strategy for the Mayor's Office.

1. Actively lead the development of the Mayor's Office Communications and Campaigns Strategy and underpinning plans.

2. To act as a dedicated interface accountable for Communications and Campaigns provision for the Mayor's Office providing innovative, audience-focused communications which promote the Council's reputation.
3. Deliver effective Campaigns - These should be reviewed and managed and closely aligned to the LBN Communications team. This will help provide strong brand and effective forward planning to meet critical deadlines or the moment is lost.
4. Ensure the reputation of the Mayor's office is maintained at all times.
5. Provide input to the design and implementation of priority communications and campaign programmes, ensuring projects are underpinned by -
  - Robust evidence,
  - Measurable, outcome-focused objectives,
  - Effective implementation and evaluation plans; with key stakeholders actively engaged in providing input and agreeing success measures and deliverables.

### **Job Context**

- The post holder reports to the Strategic Advisor to the Mayor.
- The post holder has no line management responsibility.
- The role will work collaboratively across the Council and with the Communications and Campaigns team operating across services and disciplines to provide the best possible customer service and delivery of tangible outcomes.
- The post holder will have a role in media crisis management communication planning and delivery of media handling strategies on key issues to protect the reputation of the Mayor's office.
- The post holder will be required to work some evenings, weekends and occasional public holidays in order to meet service requirements and to ensure appropriate representation of the Council with residents, the Mayor and elected Members, and external bodies.

### **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.*

### **Core responsibilities include –**

- To implement a comprehensive strategic communication and campaigns plan for the Mayor's office. This includes effective engagement with all stakeholders

including, elected members, residents, partners and the wider community of Newham.

- Lead on the communications (internal and external) and event functions, managing the press, marketing, web and events in line with the Building a Fairer Newham delivery plans and strategies.
- To develop positive engagement with the press and media, ensuring that strong relationships are built and maintained.
- Ensure all channels of communication are monitored regularly and any issues responded to effectively and with pace.
- To project and create a positive image of the Mayor and Building Fairer Newham programme.
- To commission from within the communications team or external consultants, high quality materials, content, platforms required to support the Mayors plans and strategies.
- To provide connections to wider council initiatives and resident engagement processes.
- Establish and maintain effective working relationships with colleagues, Members, the Mayor, and provide briefings when required.
- Ensure effective strategic communications advice is in line with the Newham's and the Cabinet agenda and council's priorities.
- The post holder will review technologies to explore new developments in the digital landscape to find ways to achieve value for money and to enhance communications messaging and campaigns.
- To ensure an annual programme of agreed content and campaigns that actively contributes to delivery of the Mayor's Manifesto strategies
- Actively use and interpret feedback, evaluation, research and survey data, etc. to evaluate the effectiveness of the Mayor's campaigns and the Council web platforms to ensure the needs of residents and the Council are being met.
- Ensure that all communications and commissions meet statutory guidelines and adhere to the relevant legal and voluntary controls on local government publicity.
- Implement consistently high customer service standards and levels of customer service and monitor performance using the Councils performance and project management frameworks.
- Take responsibility for interpretation and delivery of accessible communications in all formats and across all channels.

- Respond strategically to rapidly changing priorities and needs in relation in relation to senior member, office and organisational requirements and actively manage competing and high-level priorities and projects.

## Personal Specification



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### 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.*

### EQUALITY AND DIVERSITY

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### PROTECTING OUR STAFF AND SERVICES

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<b>CRITERIA- Essential</b>	<b>METHOD OF ASSESSMENT</b>
<b>KNOWLEDGE:</b> <ul style="list-style-type: none"><li>• Knowledge of local government and the roles of councillors and officers currently being considered nationally.</li><li>• Experience of working with Elected Members</li><li>• Extensive experience of working with residents, or similar stakeholders.</li><li>• Good knowledge of GDPR regulations</li></ul>	Application and Interview
<b>EDUCATION/QUALIFICATIONS</b>	

A levels or equivalent educational standard	Application and Interview
<b>EXPERIENCE:</b> <ul style="list-style-type: none"> <li>• At least 2 years' experience of developing and implementing brand and marketing strategy</li> <li>• Strong PR and communications experience</li> <li>• Experience of running social media campaign</li> <li>• Proven track record of leading marketing programmes</li> </ul>	Application and Interview
<b>SKILLS AND ABILITIES</b>  Demonstrable effective strategic planning expertise to achieve the implementation of the Mayor's Office communication plan. <ul style="list-style-type: none"> <li>• Experience of effectively using media whilst minimising risks.</li> <li>• Strong organisational skills that ensure plans are developed and implemented resulting in desired outcomes.</li> <li>• Excellent communication skills, able to write concise reports and deliver these to Mayor, Cabinet, Councillors and Senior Management. This also includes communicating effectively to a range of different audiences, producing relevant material for these audiences.</li> <li>• Ability to meet tight deadlines, whilst dealing with conflicting priorities.</li> <li>• Strong ability to set and meet own targets and those of the service.</li> <li>• Strong ability to work collegiately within various teams.</li> <li>• Ability to build lasting, strong relationships and credibility quickly.</li> <li>• Proven stakeholder management.</li> <li>• Demonstrable understanding of the political nature of local and central Government and the Communications function within this climate.</li> <li>• Track record of leading communication projects in a strong performance management culture.</li> </ul>	Application /Interview

<ul style="list-style-type: none"> <li>• Excellent communication (oral and written) and inter-personal skills with the ability to foster strong effective working partnerships with members, staff, stakeholders, customers, Government departments and agencies.</li> <li>• Experience successfully operating in an environment where priorities are constantly developed, changed and conflicting.</li> <li>• Ability to organise and present information in a compelling way to inform and persuade audience.</li> <li>• Truly flexible approach to working whilst adhering to Council policy and Newham's Values.</li> </ul>	
<p><b>PERSONAL STYLE AND BEHAVIOUR:</b></p> <ul style="list-style-type: none"> <li>• Has a high degree of integrity</li> <li>• Can demonstrate strong interpersonal and networking styles</li> <li>• Can demonstrate strong commitment to the public service</li> <li>• Can use political judgement and sensitivity</li> <li>• The ability to work as part of a team and on your own</li> <li>• Ability to respond quickly and effectively to changing service needs</li> <li>• Can work under pressure</li> <li>• Ability to demonstrate, understanding and apply our HEART values. Applicants must evidence their values as part of the application process: <ul style="list-style-type: none"> <li>• Honesty</li> <li>• Equality</li> <li>• Ambition</li> <li>• Respect</li> <li>• Together</li> </ul> </li> </ul>	<p>Application /Interview</p>
<p><b>OTHER SPECIAL REQUIREMENTS:</b></p> <p>None</p>	