

Job Description and Person Specification



Job Description

Job Title	Chief Officer
Grade	SM
Service	Communications and Policy
Location	Council House but Hybrid Working
Job Evaluation Code	



About Coventry City Council

Who we are: At Coventry City Council we are dedicated to making a positive difference to the services we deliver to the diverse citizens of Coventry. The work we do improves people's lives – from helping them into work to providing clean and green places to live, to keeping people safe and protected.

As a Coventry City Council employee, you have our ongoing commitment to your growth and development with opportunities to work across multiple service areas including customer contact, public health prevention and education and skills, adults and children's services and provide support for the most vulnerable.

Our aim is simple – to be globally connected, locally committed, deliver our priorities with fewer resources whilst effectively managing our performance and measuring our progress.

Our Values: We expect everyone who works for us to be committed to our One Coventry values and to share our commitment to becoming a more diverse and inclusive organisation:



About the Service your team will provide

Purpose of the role / Output

The **Head of Campaigns and Behaviour Change** will lead the development of our annual campaign plan and the delivery of our high-impact, insight-led campaigns to inform, engage, and inspire the people of Coventry. The role will also deliver on behavioural insights campaigns to improve our city. As a senior leader within the Communications and Policy Directorate, you will set the strategic direction for the Council's campaign activity, ensuring alignment with corporate priorities set out in the One Coventry plan and be accountable for delivering agreed measurable outcomes.

This role will require exceptional leadership, strategic thinking, and political awareness, as well as the ability to translate complex policy issues into clear, compelling narratives. You will champion best practice in campaign planning, evaluation, creativity and innovation, ensuring the Council's communications reflect our values and reach our diverse audiences effectively.

This role is a senior position and will report to the Director of Policy and Engagement and will have several line management responsibilities.

All Chief Officers have an explicit responsibility to work as part of a team, in accordance with the Nolan Principles (see Person Specification) to collectively deliver the agenda of One Coventry.

These are fundamental elements of the role, not an addition, and are summarised as follows:

- Seeking to improve the lives of all residents by delivering a One Coventry Approach.
- Being financially responsible and accountable.
- Understanding, communicating, and contributing to the delivery of strategic aims of the One Coventry Plan.
- Working across the organisation to show
 - effective and visible leadership to overcome silos,
 - effective use of resources and
 - an increase in performance.
- Meeting statutory obligations to promote and ensure compliance with policies and procedures including the financial regulations and standing orders.
- Developing creative solutions whilst keeping the resident at the centre of our work.
- Being inclusive in approach and activity, living the values.
- Being flexible and adaptable in approach, working to deliver the best possible outcomes.
- Advising elected Members and supporting the democratic process.
- Proactively and continuously seeking to improve service delivery.
- Creating and endorsing a culture that nurtures and develops our people and their talent.
- Acting as corporate parent to the Council's Looked After Children, taking an active role in promoting and ensuring safeguarding responsibilities are met.

■ Main Duties & Key Accountabilities

Core Knowledge

- Lead the Council's campaign's function, developing and delivering a coherent annual campaigns strategy aligned to the One Coventry plan.
- Direct multi-channel campaign activity on priority issues, from concept through to evaluation, ensuring measurable impact and value for money.
- Provide strategic communications advice to senior leaders, Cabinet Members, and service areas.
- Oversee a team of campaign professionals, fostering a high-performance culture and continuous professional development.
- Ensure that the Barcelona Principles, AMEC framework, and the ROSIE/OASIS model are used as standard across all campaign planning and evaluation.
- Build strong relationships with internal stakeholders, our external partners, and agencies to extend the reach and impact of campaigns.
- Ensure all campaigns are grounded in audience insight, accessible, and inclusive. This includes reaching our many diverse communities.
- Monitor emerging issues and trends to identify opportunities and risks for the Council's reputation.
- Manage budgets and resources effectively, ensuring efficiency and compliance with procurement processes.
- Champion innovation and creative excellence in campaign development and ensuring ethical use of generative AI tools in the team.
- Any other duties and responsibilities within the range of the salary grade.

Key relationships

External: <ul style="list-style-type: none">• Local media (print, broadcast, digital)• Partner agencies (NHS, Police, voluntary sector)• Community groups and leaders• External creative and media agencies• Regional and national campaign networks	Internal: <ul style="list-style-type: none">• Chief Executive Officer (CEO)• Senior officers and Heads of Service• Leader and Cabinet Members• Communications, Policy, and Engagement teams• Service leads across the Council• Equality, Diversity, and Inclusion leads• Digital and IT teams
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Standard information

Post holders will be accountable for carrying out all duties and responsibilities with due regard to Code of Conduct, Safeguarding, Health & Safety and the City Council's Workforce Diversity and Inclusion Policies.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

Smoke Free

The City Council is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

Training

The postholder must attend any training that is identified as mandatory to their role.

Responsible for:

Staff managed by postholder:

Communications Manager G8,
Marketing and Design G8

Person specification

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Knowledge	
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Build strong relationships with internal stakeholders, our external partners, and agencies to extend the reach and impact of campaigns.	
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Monitor emerging issues and trends to identify opportunities and risks for the Council's reputation.	
Advanced knowledge of integrated campaign planning, evaluation methodologies, audience segmentation, and behaviour change principles	
Skills and Abilities	
Proven ability to inspire, motivate, and develop a team.	
Skilled at navigating politically sensitive environments with discretion and sound judgement.	
Strong relationship-building skills with senior leaders, partners, and the media.	
Strategic thinking and vision	
Creative problem-solving	
Influencing and negotiation skills	
Strong written and verbal communication	
Analytical and data-driven decision-making	
Commitment to diversity, equality, and inclusion	

Experience
Significant track record in leading high-profile campaigns in a large, complex organisation (public sector experience is advantageous but not essential).
Qualifications
Degree-level education (or equivalent experience) in Communications, PR, Marketing, or a related discipline; CIM/CIPR/PRCA membership and accreditation is desirable.
Special Requirements
<p>The post holder is required to observe and fulfil the seven principles of public life (also known as the Nolan Principles).</p> <p>Selflessness: Holders of public office should act solely in terms of the public interest.</p> <p>Integrity: Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.</p> <p>Objectivity: Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias</p> <p>Accountability: Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this</p> <p>Openness: Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.</p> <p>Honesty: Holders of public office should be truthful.</p> <p>Leadership: Setting an example and promoting these principles</p>

Date Created		Date Reviewed	
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