

Job Description and Person Specification

Communication Manager

Job Details	
Grade	8 (£45,091 - £52,413)
Service	Communications Team – post numbers 030652 and 1037303
Location	Council House
Job Evaluation Code	
Coventry City Council 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: Open and fair: We are open, fair and transparent. Nurture and develop: We encourage a culture where everyone is supported to do and be the best they can be. Engage and empower: We engage with our residents and empower our employees to enable them to do the right thing. Create and innovate: We embrace new ways of working to continuously improve the services we offer. Own and be accountable: We work together to make the right decisions and deliver the best services for our residents. Value and respect: We put diversity and inclusion at the heart of all we do.	
Job Purpose	
• To lead on a range of communications projects and campaigns across the Council, promoting the Council's policies, services and events effectively to local, regional and national audiences. • To project manage communications initiatives, advising members and senior officers on effective ways of communicating and developing innovative and creative solutions to improve communications to internal and external audiences. • To develop communications tools to maximise their impact, ensure value for money and improve direct communications with customers. • To co-ordinate cross-cutting communications projects involving a wide variety of partners and colleagues, both internal and external. • To develop effective partnership working on communications projects. • To flex across portfolio areas as directed by the Head of Communications and Director of Policy and Communications, picking up new areas of work as priorities change.	

Key Responsibilities and Accountabilities
Be a communications advisor to cabinet members and senior officers on the best way to share key messages with residents and stakeholders
Support the delivery of key communication strategies including the internal and external comms strategy, campaign plan, public affairs strategy and media and policy.
Support and lead communications colleagues in the delivery of initiatives, events and campaigns, offering guidance and support to more junior colleagues and ensuring that activity is communicated effectively to all audiences, using agreed key messages and reflecting the Council's corporate priorities.
Lead on the production of key publications and the development of creative digital and social media initiatives to support assigned portfolio areas.
Ensure that innovative social, digital and other communications tools are developed across all audiences.
Develop discrete communications strategies for campaigns and initiatives, liaising with Senior Officers, Elected Members and external partners where appropriate.
Produce regular evaluation reports of communications activity, as well as reports for Elected Members and Senior Officers where required.
Provide direct support to the Head of Communications and to Senior Officers and Strategic/Service Leads across the Council on specific projects, as assigned.
Provide advice to members of the Communications Team and the wider Council on communicating to internal and external audiences.
Be accountable and responsible for carrying out the duties and responsibilities of the post with due regard to the Equal Opportunities Policy.
Carry out any other duties relevant to the post, including covering or supporting other portfolio areas within the Communications Team as required.

Key Relationships			
External:	Local, regional and national media Strategic partners (e.g. NHS, Police, other public bodies, voluntary/community sector) Residents, community groups and resident panels/forums Other local authority communications teams (peer networks, LGA, CIPR) Suppliers/agencies (design, print, digital, media buying)	Internal:	Head of Communications (line manager) Director of Policy and Communications Wider Communications Team colleagues Directors and Heads of Service across relevant portfolio areas Leader of the Council, Cabinet Members and other Elected Members Chief Executive

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. - Attending any training and undertake any development activities that are identified as mandatory/beneficial to their role. - Any other duties and responsibilities within the range of the salary grade.

Responsible for
The management of at least one Digital Content and PR officer

Person Specification
Requirements

Knowledge	• Broad and extensive knowledge of imaginative and creative communications and marketing. • Demonstrates a detailed knowledge and understanding of political sensitivities and the rules and protocols governing local government communications. • Understanding of modern local government and partnership working with public and private sector organisations. • Performance management, e.g. use of targets and measures to appraise progress. • Educated to degree level or equivalent in a relevant discipline.
Skills And Ability	• Demonstrates an understanding of and commitment to ensuring equality of opportunity in service delivery. • Demonstrates effective all-round communication skills, including written, oral and presentation. • Ability to liaise effectively and influence at all levels, including senior politicians and officers. • Ability to motivate others. • Demonstrates strong organisational skills. • Demonstrates creativity and flexibility, including the ability to move between portfolio areas as priorities change. • Drawing up strategies and plans to achieve communication and marketing objectives. • Problem solving skills, e.g. able to think creatively and produce innovative solutions. • Staff management and development skills, e.g. providing day-to-day guidance, oversight and support to more junior colleagues. • Able to work effectively across multiple teams to ensure coherent and complementary marketing and communications.
Experience	• Experience of working and delivering to tight deadlines, including motivating others to achieve targets and deadlines. • Researching, monitoring and evaluating marketing and promotional campaigns. • Preparation and management of marketing and communications strategies and plans. • Planning budgets related to priorities, ensuring expenditure is within budgetary provision and in accordance with relevant rules. • Experience of producing and delivering complex projects, working with a wide range of partners in private and public sector organisations. • Experience of innovative and creative ways of working to achieve goals. • Experience of working flexibly across more than one subject area or portfolio.
Qualification	• Degree level or equivalent.

Special Requirements	• Ability to work evenings, weekends and bank holidays. • This post is subject to political restriction • Expectation to work some weekends and evenings
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Disclosure and Barring Service (DBS)			
Does the role require a DBS check? No			
Find out which DBS check is right for your employee - GOV.UK			
And if so, which type?			
Basic Check ☐	Standard Check ☐	Enhanced Check ☐	Enhanced + barred list check ☐

Declaration			
Reviewed/Created By:			
Job Title:		Date:	