



**NORTH HERTFORDSHIRE DISTRICT COUNCIL
CUSTOMER SERVICES DIRECTORATE**

JOB DESCRIPTION

Date issued: October 2021

Post No: CS43000

Job Title:	Communications Manager
Service/Unit Area:	Communications
Grade:	11
Hours:	Full time
Responsible to:	Service Director - Place
Responsible for:	Senior Communications Officer, Senior Digital Communications Officer, Graphic designer
Contacts:	Managers and staff across the Council, elected Members, the local media, representatives of national organisations

This is a politically restricted post under the terms of the original Local Government and Housing Act of 1989, Local Government (Politically Restricted Posts) Regulations 1990, and subject to most recent amendment under the Local Government, Economic Development and Construction Act brought into effect on 12th January 2010. See the definition and application to this role at the foot of this job description.

Job Summary:

To lead the strategic direction and management of the Council's corporate communications (internal and external) in order to raise the profile of the Council. To promote greater understanding of its activities to staff, residents and other stakeholders in achieving its vision and strategic priorities and managing the reputation of the Council. This will be achieved through the effective management of the Council's public relations and consultation activities, the production of publications, management of the Council's social media and website presence, management of the graphic design service and other targeted communications.

Key Responsibilities:

1 Principal Responsibilities

1.1 To lead and manage the corporate communications function

- Take an organisational lead on communications strategies and plans in consultation with the leadership team.

- Work with senior management colleagues to identify potential and upcoming issues that may affect the Council and/or its stakeholders, and develop appropriate communication strategies in order to proactively manage these issues.
- Advise leadership team, senior managers and elected councillors on communications matters and best practice.
- Manage the Council's corporate identity and advise and guide council departments on appropriate use of corporate style in all Council communications.
- Develop and promote a North Herts Council brand that encapsulates the vision and values of the organisation.
- Manage and actively promote the Council's reputation as a community leader at local, regional and national levels.
- Continuously develop, manage and implement a corporate communications strategy (including media relations, internal communications, corporate identity, public relations, website and social media).

1.2 Media Relations

- Develop and manage a proactive media relations programme that acknowledges the media as a significant means of disseminating information about the Council to its various stakeholders and which recognises that effective media relations can have a positive effect on the Council's reputation.
- Manage the press office service, advising on and promoting good media relations practice and ensuring compliance with the Code of Recommended Practice on Local Authority Publicity.
- Develop and advise on the Council's crisis communications plans.

1.3 Publications

- Responsible for the production and editing of the Council's quarterly community magazine 'Outlook'.
- Responsible for overseeing the production and editing of the Council's internal e-newsletter, 'Insight'.
- Responsible for the production of the weekly members information service, 'MIS' and What the Media Says.
- Provide support and guidance on the production of corporate literature to all service areas.

1.4 Internal Communications

- Devise and implement an internal communications strategy in line with the Council's core values and behaviours.
- Actively promote two-way communications between Council employees and senior management
- Contribute communications expertise to the production and development of staff surveys and other employee consultation.

1.5 Consultation

- Oversee and manage the consultation strategy to actively manage and encourage dialogue and engagement between the Council and its stakeholders.
- Manage corporate consultation activity including District Wide Survey and internal staff surveys.
- Develop and maintain good working relationships with the Council's various stakeholders including residents, the media, partner organisations, employees and contractors.

1.6 Website

- Take editorial control of the Council's website and manage its use as a communication channel.

1.7 Social Media

- Manage the Council's corporate presence on relevant social media, e.g. twitter, facebook, Instagram.

2 Staff Management

To provide supportive management to coach, develop and motivate staff and empower them to deliver high quality services and contribute to the achievement of Council priorities.

To deploy staff effectively and ensure they are performing to agreed standards (including at least monthly 1:1 supervisory meetings, recruitment and selection, use of disciplinary and absence monitoring policies and regular performance reviews).

3 Service Management

To measure and evaluate communications tools and methods, making adjustments to improve communications effectiveness.

To work effectively with suppliers and designers

To ensure the service meets the Council's Customer First Standards.

To actively promote the service in order to raise the profile of the Council and demonstrate its value to residents and customers.

To apply knowledge of and coach others in application of legal requirements for communications

Write and implement effective communications plans, including political, media and other stakeholder contact plans, in consultation with others.

Stay abreast of the latest thinking and technology, creating high quality communications tools- e.g. promotional materials, website and the intranet.

Coordinate communications training needs for staff and Councillors

4 Financial Responsibilities

To proactively manage budgets under your control within agreed financial limits to provide value for money in delivering services and maximise the achievement of Council policy.

To work within the Council's Standing Orders for Contracts and Financial Regulations.

5 Other Responsibilities

To attend meetings of the Council or Committees as required.

To ensure that all dealings with staff and the public are conducted within the Council's Equal Opportunities framework.

To understand and act within all relevant legislation to ensure effectiveness in the role.

To have regard for the duty of care of information (with particular reference to the Data Protection Act and Freedom of Information Act) gained during the course of employment that relates to other employees, the public, contractors, Elected Members etc.

To create and maintain authentic, timely and reliable records in relation to your duties. To take due care and attention when gathering, recording and manipulating data and to have regard to guidance issued by the Council in connection with data management.

To have an understanding and competency in risk management.

The jobholder is responsible for the implementation of safe systems of work and the application of established health and safety procedures. They must conduct regular risk assessments of their areas of responsibility, exercise such supervision and communicate such information as is necessary to ensure the health and safety of themselves, their staff, visitors and the general public whilst in the pursuit of NHDC's undertaking.

To be aware of and work in accordance with the council's safeguarding policies and procedures in order to safeguard and promote the welfare of children and adults at risk, and to raise any concerns relating to such procedures which may be noted during the course of duty.

To undertake other duties which may arise or as may be delegated from time to time, commensurate with the skills required for this post.

6. Political Restriction

This post is subject to political restriction, which is divided into two categories and relates to the post holder duties, thus;

- Specified posts, including 'deputy chief officers' - since the post holder would be required to deputise for the Head of Policy, Partnerships and Community Development at relevant committee and sub committee meetings to make formal reports, and provide additional policy advice, this constitutes a specified post within this criteria.
- 'Sensitive' posts, which meet one of both of the following duties related criteria,
 - Giving advice on a regular basis to the authority itself, to any committee or sub committee of the authority or any joint committee on which the authority are represented, or where the authority are operating executive arrangements, to the executive of the authority; to any committee of that executive, or to any member of that executive who is a member of the authority
 - Speaking on behalf of the authority on a regular basis to journalists or broadcasters.

The postholder must therefore be aware that in accepting this post, they are required to confirm that they will conform with these political restrictions and that they will be included as conditions of their formal contract of employment with the authority.

Signed..... Manager

Date.....

Signed..... Employee

Date.....

