

## **JOB DESCRIPTION**

<b>Directorate:</b>	STR – Strategic Directorate
<b>Division:</b>	Corporate Communications
<b>Post No &amp; Job Title:</b>	C5 – Corporate Communications Manager
<b>Grade:</b>	Grade 12
<b>Responsible to:</b>	C1 – Chief Executive
<b>Responsible for:</b>	All employees within the Corporate Communications team.
<b>Main purpose of the job:</b>	<p>Responsible for developing and delivering the Council's internal and external communications strategy and ensuring the Council's vision, values and objectives are achieved and communicated effectively.</p> <p>Manage the communication team and budgets of the section and act as adviser to the Chief Executive, Leader, the Management Team, directorates and Councillors on all communications issues.</p> <p>Promote and enhance the image of the Borough in all its activities and to take a positive and progressive approach to media and public relations activities on behalf of the Borough Council. Manage all aspects of the Council's brand to strengthen its reputation and image including design and print requirements for the whole authority</p>

### **Main Duties and Responsibilities:**

1. Manage the Council's public relations and media activities so that PR and marketing opportunities are maximised across the Council.
2. Develop a proactive media relation's service that is informative, timely and accurate, raises the Council's profile and is a reactive service capable of handling a crisis.

3. Prepare, write, edit and manage the production of press releases and monitor their impact.
4. Lead on the production of all corporate publications including newsletters, guides and leaflets and prepare, write, edit at least 2 Broxtowe Matters newsletters per year.
5. Lead the Communications Team and guide communications across the directorates to ensure they deliver the Council's vision, value and strategic objectives.
6. Lead on the planning, development and assist in the delivery of all aspects of effective internal communications for both Councillors and officers, including the production of a monthly Members newsletter, in line with the Council's communications strategy.
7. Develop two-way communications with residents, parishes, organisations and other stakeholders using the full marketing and PR mix, including e-communications, publications, events, exhibitions and press activity.
8. Develop the Council's communications strategy and oversee its implementation and monitor its effectiveness. Take responsibility for developing objectives, measures and targets relating to communications.
9. Promote, develop and protect all aspects of the Council's corporate brand/image.
10. Lead on key access channel e.g. Web and intranet provision.
11. Manage the web development team and oversee the development of the Council's Internet and intranet sites ensuring they conform to best practice and are maintained and updated regularly for content and software development.
12. Manage the civic office to make sure all civic activities are efficient, cost effective and meet the highest qualitative standards and utilise the Mayor to promote the Borough and assist in the delivery of key messages.
13. Manage the design and print service officer to ensure that the corporate branding and direction is adopted council wide on all material.
14. Lead on design and print requirements for the whole of the authority, negotiating, influencing and encouraging a consistent, professional and cost effective service which provides advice, guidance and an in-house facility for design and print procurement.
15. Act as the Council's main advisor on all aspects of communications.
16. Act as the Council's lead on the Citizens panel consultation activities and promote consultation activities and assist with the dissemination of findings.
17. Assist in the delivery of training and development support for Members and managers on communications and media issues.

18. Lead and coordinate the Council's communications responses to emergency planning and business continuity incidents including liaison with key partners.
19. Lead, manage and develop employees within the team and agree clear objectives supported with appropriate training and development programmes.
20. Carry out any other duties that are within the scope and grading of the post which could also be requested by the line manager or Head of Service.

### **DESIGNATED CAR USER**

A designated car user status has been attached to this post.

### **SPECIAL CONDITIONS**

Duties may include attendance at evening meetings and/or work outside normal office hours.

### **RESTRICTIONS**

This is a politically restricted post.

This post is subject to exemption with reference to the Rehabilitation of Offenders Act 1974.

### **NOTE**

The above job description sets out the main responsibilities of C5 – Corporate Communications Manager but should not be regarded as an exhaustive list of the duties that may be required. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder during the Personal Development Review process.

All employees are expected to maintain a high standard of service delivery and to uphold the Council's policies in accordance with equality and diversity standards, and health and safety standards, and to participate in training activities necessary to their job.