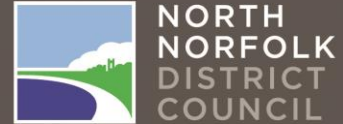


JOB DESCRIPTION



Communications and PR Manager (Ref 2088)

Service Area

Communications

Manager/Team Leader

Corporate Director/Head of Paid Service

Direct reports

3

Total Managed

3

Purpose of the Role

To be the Council's lead strategic advisor on all Communications, Community and customer engagement, PR and Marketing matters, providing the strategic and technical direction for this key corporate function through raising the profile of the district and developing a positive reputation for the Council amongst all customers, partners and stakeholders in delivering the ambitions and objectives of the Council's Corporate Plan.

Key Result Areas

1. Devise and implement an effective Communications and PR Strategy to raise the profile of the district as a place to live, invest, visit and do business.
2. Proactively manage and develop the ongoing relationships with local and national media and develop a strong reputation for the Council.
3. Effectively and proactively manage communications and media relations during unforeseen events and for major complex or politically sensitive issues.
4. Develop and implement the Council's social media strategy and protocols so that the Council can engage with as wide an audience as possible through these channels.
5. Develop and maintain best practice and benchmarking of the Council's Communications practice through LG Inform and other such tools.
6. In conjunction with the Democratic Services Manager develop and implement a Community Engagement Strategy so as to strengthen the Council's relationship with Town and Parish Councils and other stakeholder groups in respect of opportunities for joint working, having good communications mechanisms in place to discuss key issues impacting on the District and the development of new projects and proposals which benefit the District's communities.
7. In conjunction with the Council's Customer Services Manager, develop and implement proposals for an annual Residents Survey and a new Customer Service Strategy and use the results to benchmark against other councils and as a baseline to measure future improvements in residents' views and perceptions.

8. Working with IT to support the Council's Digital Transformation Programme to influence customer interaction and promote self-service.
9. Ensure that all staff and elected members are kept informed by the use effective internal communications.
10. Working with IT promote the development and drive the use of digital communication channels.
11. Effectively lead and manage the Communications team, ensuring that you recruit, manage, motivate and coach staff, provide staff training and complete appraisals.
12. Lead and develop creative promotional campaigns designed to encourage change in customer behaviour e.g. moving to self-service via the web, recycling more.
13. Provide advice and guidance to members and senior management on how to work successfully with the media.
14. Devise and drive plans to generate income from communications.
15. Prepare and manage the budget for the Communications function.
16. To take responsibility for your own Health and Safety at work and that of other persons who may be affected by your actions.
17. Any other work required and as directed within the confines of the existing grading and post.

PERSON SPECIFICATION



**NORTH
NORFOLK
DISTRICT
COUNCIL**

Communications and PR Manager (2088)				
		Essential	Desirable	How Identified
Experience/ Knowledge	Significant experience of leading a Communications and PR or Marketing function.	✓		Application Form
	Experience of working within the public sector in a political environment.	✓		Application Form
	Extensive professional knowledge of communications, marketing and PR techniques gained through experience including publicity, campaigns, media and digital media, staff communication and promoting a brand.	✓		Application Form / Interview
	A detailed understanding and experience of communicating with different audiences.	✓		Application Form
	Experience of working either within or closely with a customer service environment including receiving and responding to customer feedback in future service development.	✓		Application Form
	Experience of community engagement – including developing positive relationships with town and parish councils, stakeholder groups		✓	Application Form / Interview
	Experience of leading public consultation exercises in respect of high profile and/or contentious issues – including exhibition events, hard format and online questionnaires	✓		Application Form
	Detailed knowledge of employee communications, engagement and best practice.	✓		Application Form
	Knowledge and experience of maximising the use of digital and social media.	✓		Application Form

*In order to assess this from the application form we require you to provide an example

	Direct people management experience.	✓		Application Form / Interview
	Experience of producing communications strategies and plans to meet the needs of a high profile organisation.	✓		Application Form / Interview
	Experience of handling sensitive and high profile media issues.	✓		Application Form
	Experience in emergency communication planning and crisis management	✓		Application Form
		Essential	Desirable	How Identified
Qualifications	Qualified to degree level or holds equivalent senior management and professional experience	✓		Application Form
	Postgraduate qualification in a relevant discipline such as marketing, public relations.		✓	Application Form
	Full membership of CIM or equivalent.		✓	Application Form
Training	Media training	✓		Application Form
Skills	Exceptional communication skills.	✓		Interview
	Ability to act and think strategically.	✓		Interview
	Ability to build and maintain effective relationships at all levels.	✓		Interview
	Strong understanding of social media strategy, including data analytics	✓		Interview
	Strong management skills.	✓		Interview
	The skill to work with politicians and exercise effective judgement, appreciating the consequences of actions/communications.	✓		Interview
	Strong organisational skills.	✓		Interview
	Able to negotiate and mediate.	✓		Interview
	Ability and experience of managing projects.	✓		Interview

*In order to assess this from the application form we require you to provide an example

	Ability to manage suppliers or communications agencies.	✓		Interview
	Able to effectively represent the authority and its policies.	✓		Interview
	Strong IT skills including web design.		✓	Application Form
Aptitude and Disposition	Embraces change	✓		Interview
	A highly developed sense of political awareness and an interest in current affairs.	✓		Interview
	The ability to work under pressure particularly in situations that may affect business continuity.	✓		Interview
	Flexible.	✓		Interview
	Willingness to work outside of core hours in response to critical incidents and events	✓		Application Form/ Interview
	Able to drive and access to personal transport		✓	Application Form

*In order to assess this from the application form we require you to provide an example