

Role profile

Job Title:	Senior Communications and Campaigns Officer	Grade:	12
Department:	Innovation and Service Development	Post no.:	68545
Directorate:	Children's Service	Location:	Perceval House / remote
Role reports to:	Head of Service Innovation and Service Development / matrix reporting to Internal Communications and Engagement Manager		
Direct reports:	none		
Indirect reports:			

Job description

Recruitment practices to safeguard and promote the welfare of children and/or vulnerable adults apply to this post in addition to the requirement to obtain a Disclosure and Barring Service (DBS) check.

Purpose of role

- To develop and lead on the delivery of an effective change communications strategy for children's services reform including Best Start in Life, Families First for Children and SEND.
- Provide strategic integrated communications planning and expert advice to the project teams on change communication and stakeholder engagement
- Build awareness and understanding of the programmes among key stakeholders by developing key messages about the programmes to be deployed across multiple communications channels.

- Deliver first class communications campaigns and activities which reinforce the council's organisational narrative, and ensures that residents, businesses, partners, and other stakeholders are fully informed about the council, its priorities, its services, and its values.
- Support staff across the organisation and councillors to protect and enhance the reputation of the council, explaining council policy and decision-making accessibly to a wide range of diverse communities and audiences.

Key accountabilities

- Develop and deliver the communications strategy, reflecting the aims and objectives of the programme and the various work streams.
- Develop creative, high-quality and cost-effective communications tactics, using the right tools to engage audiences.
- Ensure all children's service staff and key stakeholders understand the nature of the projects and are kept regularly informed of the progress in delivering the changes.
- Working closely with colleagues in the wider communications service, design and deliver strategic communications campaigns that are strategically aligned to the council's policy priorities and services which support the aims of the Council Plan; and which are shaped by audience and community insight and are properly evaluated.
- Regularly evaluate and report on outcomes and provide content for progress presentations to councillors and Strategic Directors demonstrating how the strategy is helping the council to meet its strategic objectives.
- Develop strong working relationships with colleagues across the organisation.
- Working closely with colleagues in the wider communications service, provide a reactive communications and public relations service for the organisation providing advice and guidance to colleagues and councillors on

how best to use the communications functions (ie media) and make recommendations on strategic communications on difficult / sensitive and crisis issues that affect the reputation of the council.

- Write and edit high-quality, accessible and engaging copy within tight deadlines for a wide range of audiences and mediums / channels / platforms (e.g. posters, fliers, letters, speeches, web copy).
- Create or commission high quality content and communication assets, ensuring that all council communications content and assets are inclusive, accessible and demonstrate cultural awareness of the diverse communities who live and work in the borough. Through targeted work, use communications and engagement activity to help tackle inequalities.
- Work collaboratively and promote and communicate the work of the Communications Team and its projects internally and externally, sharing ideas and best practice.
- Manage workload and priorities effectively, ensuring work programmes are updated frequently to enable an effective agile work model and update the Communications Grid and or other planning tool.
- Maintain professional standards by keeping abreast of best practice in communications and issues affecting local government – such as government policy and keeping up with best practice in communications, support adherence of council communications to the Code of Recommended Practice on Local Government Publicity.

Key performance indicators

- Delivery of the communications strategy aligned to the programmes' SMART objectives
- Measure of specific communications activity
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- Feedback from evaluation measures such as surveys and focus groups
- Performance objectives met as agreed in yearly appraisal
- Resident perception (staff survey)

Key relationships (internal and external)

- Colleagues working on the programmes
- Communication department colleagues
- Senior officers
- Cabinet members
- Staff across the organisation at all levels
- Local residents
- Local community groups
- Partners – including in health, blue light services
- Greater London Authority

Authority level

- Lead projects / campaigns ensuring delivery to time, budget and client satisfaction
- Advising on the communications aspects of project management

Additional Requirement

n/a

Person specification

Community and partnership working are essential for all roles as are a commitment to Equality, Diversity and Inclusion and ensuring Health and Safety at Work for everyone working at Ealing Council.

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Essential knowledge, skills and abilities

Please only address the criteria marked with an Asterix

1. **An understanding of the issues facing local government, including an understanding of the law as it applies to local government communications.
2. **Ability to draft and deliver creative, accessible, and holistic communications campaigns working to the OASIS campaign model.
3. **Well-developed IT and digital skills; Microsoft Office, content management systems, OneSpace and packages such as Adobe as well as an understanding of publishing content (print and web), digital media, social media and video production.
4. **Ability to be outcome focused in all campaign work working with colleagues across the council to build in effective evaluation techniques and tools.
5. **Excellent communications skills, both oral and in writing, including presentation skills with an eye for detail, for writing and producing creative content, excellent copywriting and editorial skills.
6. Excellent inter-personal skills with the ability to form and maintain productive, professional working relationships and the ability to influence a diverse range of individuals, groups and external partners.
7. Ability to work to the highest standards, demonstrating resilience to pressure and always retaining professionalism.
8. Ability work with minimum supervision and with good initiative.

9. Good project management skills, working to budgets and deadlines.
10. To be able to demonstrate a commitment to the principles of equalities and to carry out duties in accordance with the council's equalities policies.

Essential qualification(s) and experience

Please only address the criteria marked with an Asterix

1. **Educated to degree level in a communications or related field e.g., journalism, marketing, business **or** equivalent work experience.
2. **Experience of supporting work to interpret political vision, aims and strategy to inform communications strategies and campaigns.
3. **Experience of delivering successful communications strategies and campaigns in a large complex organisation.
4. Experience of taking complex information and transforming it into accessible and inclusive communications which promote corporate priorities and messages.
5. Experience of using a range of communications channels which create opportunities for meaningful two-way dialogue between the council, the borough's communities, and other stakeholders.
6. Experience and knowledge of working with senior management including CEO and elected councillors.
7. Experience in generating new and creative content / ideas.

Values and behaviours

Improved life for residents	Trustworthy	Collaborative	Innovative	Accountable
• Is passionate about making Ealing a better place • Can see and appreciate things from a resident point of view • Understands what people want and need • Encourages change to tackle underlying causes or issues	• Does what they say they will do on time • Is open and honest • Treats all people fairly	• Ambitious and confident in leading partnerships • Offers to share knowledge and ideas • Challenges constructively and respectfully listens to feedback • Overcomes barriers to develop our outcomes for residents	• Tries out ways to do things better, faster and for less cost • Brings in ideas from outside to improve performance • Takes calculated risks to improve outcomes • Learns from mistakes and failures	• Encourages all stakeholders to participate in decision making • Makes things happen • Acts on feedback to improve performance • Works to high standards

