

Job Description and Employee Specification

We deliver great services to local communities on behalf of their local council. We are owned by the Councils and not external private shareholders, so we know our priorities and have strong values. At Publica we put people and our communities at the centre of everything.

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| Job Title: | Head of Communications and Marketing | Location: | Cirencester / Witney / Coleford / Home |
| Reports to: | Group Manager | Working Hours: | 37 hours |
| Job Number: | COM3055 | Supervises: | Communications and Marketing team |
| Salary range: | Circa £50,000 | | |
| Purpose: | <p>The purpose of this role is to:</p> <ul style="list-style-type: none"> ● Provide leadership within your area of specialism and actively contribute to the overall strategic direction of Publica and its partner councils. ● Deliver a flexible, efficient and resilient service to all partner organisations that meet their current needs and future aspirations. ● Effectively deploy and oversee resources to ensure the delivery of ongoing improvements in organisational efficiencies and effectiveness. ● Be accountable for the performance and delivery of the priorities of Publica and its partner councils. | | |
| Key Responsibilities: | <ol style="list-style-type: none"> 1. Build and maintain effective relationships with all stakeholders 2. Make sound recommendations to improve Publica's effectiveness, efficiency and service delivery 3. Design, develop and implement plans that successfully align marketing and communication strategy with delivering the new Publica business plan and the councils priorities 4. Understand the business requirements, perspective of users' needs and resource requirements to unlock improvements in operational performance / efficiencies and add value to the customer experience. 5. Ensure both business as usual tasks and agreed communications/projects are delivered within agreed time frames | | |

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| | <ol style="list-style-type: none"> 6. Harness new ways of working and innovation in delivering the service at all times 7. Monitor, plan and control projects as required using different approaches 8. Adopt a commercial mindset when monitoring and managing financial resources and budgets (both Publica and appropriate Council budgets) 9. Always seek to raise standards and performance levels across your function and area of responsibility 10. Lead by example and demonstrate commitment in managing and improving the key performance indicators for your area 11. Act as a role model and coach in delivering the Publica Way and effective cultural change 12. Communicate plans, policies and industry trends including statutory changes, issues, risks and consumer demand within your area of specialism throughout Publica, including where relevant client organisations. 13. Work collaboratively to ensure a cross organisational approach to decision making and delivering communications to customers <p>General Accountabilities</p> <ul style="list-style-type: none"> ● The post holder is responsible for maintaining a safe working environment and ensure as reasonably practicable that safe working practices are adopted by employees within the work environment ● Work in compliance with the Codes of Conduct, Regulations and policies of Publica ● To have effective business continuity arrangements in place for your services and ensure an appropriate response to a major incident can be made, including taking up a designated role within the emergency management framework |
| <p>Essential Requirements, Qualifications, Skills and Abilities:</p> | <ul style="list-style-type: none"> ● Relevant degree and membership of relevant professional body and/or significant (5 years plus) experience in a leadership role in a complex communications arena ● Be flexible, adaptable and sensitive to differences in highly pressured situations ● Ability to influence, inspire and direct the team to successfully deliver high quality communications and marketing ● Excel at forward planning |

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| | <ul style="list-style-type: none"> ● Ability to translate and influence strategic direction ● Excellent knowledge of contemporary communications tools and platforms ● Experience in preparing, negotiating and managing budgets ● Effectively manage knowledge and information across Publica and its partner councils/clients ● Ability to demonstrate a dynamic and proactive approach to problems and challenges ● Be results driven as measured by your outcomes ● Operate with integrity and build trust amongst others ● Ability to address tactical issues in the short-term while maintaining strategic vision for the long-term ● Communicates effectively in providing feedback and actively invites feedback from others |
| Desirable Requirements, Qualifications, Skills and Abilities: | <ul style="list-style-type: none"> ● Significant experience working with internal/external customers, partners/clients and elected members in a political environment ● Recognised management qualification ● Demonstrable commercial and political acumen ● Knowledge, understanding and experience of project management ● Ability to interpret relevant complex regulation, legislation and guidance |
| Special Conditions: | <ul style="list-style-type: none"> ● There will a requirement to work at other Publica Group Ltd and/or client locations to meet the needs of the business. ● You will be expected to work reasonable additional hours in line with the needs of the service ● You will need the use of a car for work purposes |
| Date of Issue: | September 2020 |
| Date reviewed: | |
| Reviewed by | Bill Oddy |
| | Group Manager (Commercial Development) |