Job title Assistant Director for Communications

Grade 16

**Our Vision**

An innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy.

Our Outcomes

We want everyone in Staffordshire to:

* Have access to more good jobs and share the benefit of economic growth
* Live in thriving and sustainable communities
* Be healthier and more independent for longer

Our Values

Our People Strategy sets out what we all need to do to make Staffordshire County Council a great place to work, where people are supported to develop, flourish and contribute to our ambitious plans. Our values are at the heart of the Strategy to ensure that the focus is on what is important to the organisation and the people it serves:

* Ambitious – We are ambitious for our communities and the people of Staffordshire
* Courageous – We recognise our challenges and are prepared to make   
  courageous decisions
* Empowering – We empower and support our people by giving them   
  the opportunity to do their jobs well.

**About the Role**

Staffordshire’s Assistant Director for Communications is an important influencer and adviser within the County Council and a leader within the wider Staffordshire public sector. They are accountable for working collaboratively to support the County Council’s administration, the director of Corporate Services, Chief Executive and SLT to deliver improved outcomes for Staffordshire, in this case by informing, persuading or changing the behavior of residents, partners and key influencers.

The role of the Assistant Director for Communications is to work with the SLT and Elected Members to shape and join up the county council’s communications and marketing strategies, aimed at positively improving the health, prosperity and happiness for local people and communities.

The postholder will also manage the SCC’s reputation, seeking to increase the influence, resources and benefits that come from a positive profile locally, nationally and internally.

**Political Restriction:** This position is considered as a Politically Restricted Post under the Local Government and Housing Act 1989 and subsequent amendments introduced by the Local Democracy, Economic Development and Construction Act 2009.

Reporting Relationships

Responsible to: Deputy Chief Executive and Director for Corporate Services

Responsible for: Communications team

Key Accountabilities:

1. Supporting Elected Members in delivering on the shared vision and priority outcomes for Staffordshire through shaping and developing joined up communications and marketing strategies, plans and programmes, which are evidence-led, are linked explicitly to council outcomes and have achievable and measurable objectives (engagement/understanding), in an ever-changing landscape
2. Contributing to a culture of innovation through focusing on the development of innovative, leading-edge and Staffordshire-wide communications activities that engage the hearts, minds and trust of partners, communities and key influencers
3. Ensuring that the county council meets the real needs of citizens by managing conversations between residents and the council and encouraging residents to get involved in developing effective public services and community self-reliance.
4. Designing and creating opportunities for effective internal communications across the council that engage the hearts, minds and innovation of employees to improve lives and deliver outcomes for residents
5. Acting as a role model for a Member and officer leadership culture that inspires and recognises innovation, customer-focus, personal responsibility, effective delivery at pace and passionate commitment to citizens and their needs across Staffordshire
6. Being a leading and passionate advocate for Staffordshire locally, nationally and internationally, seeking to deal with only the things that matter to our residents
7. Supporting the delivery of a well-run council through robust delivery, prioritisation, risk management, governance, and oversight of all resources (finances and people) in line with statutory, regulatory and constitution requirements

**Professional Accountabilities:**

The post holder is required to contribute to the achievement of the Council objectives through:

**Financial Management**

Personal accountability for delivering services efficiently, effectively, within budget and to implement any approved savings and investment allocated to the service.

**People Management**

Engaging with People Management policies and processes

**Equalities**

Ensuring that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

**Climate Change**

Delivering energy conservation practices in line with the Council’s climate change strategy.

**Health and Safety**

Ensuring a work environment that protects people’s health and safety and that promotes welfare, and which is in accordance with the Council’s Health & Safety policy.

**Safeguarding**

Commitment to safeguarding and promoting the welfare of vulnerable groups.

The content of this Job Description and Person Specification will be reviewed on a regular basis.

**Person Specification**  A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

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| **Minimum Criteria for Disability Confident**  **Scheme \*** | **Criteria** | **Measured by** |
| **employer_smallemployer_small** | **Qualifications/Professional membership**   * Degree or equivalent level qualification or experience * A recognised management qualification / or equivalent experience | A/I/T  A/I/T |
| **employer_small**  **employer_small**  **employer_small** | **Knowledge and Experience**   * Extensive experience of developing strategic communications programmes to support board members and elected members (or equivalent) to deliver improved outcomes for residents/consumers/partners * Significant evidence of the successful application of commercial and business acumen in a communications and marketing context, which delivers outcomes in the long term, while meeting the short-to-medium financial plan and priorities of the organisation * Substantial experience of creating and maintaining effective and influential partnerships & networks that work collaboratively to shape and deliver better outcomes for residents * Substantial experience of working with individuals and communities of all kinds to improve perceptions and change behaviours * Intellectually curious & a proven track record of innovation and continuous improvement in communications, bringing in new thinking from outside the organisation. * Evidence of moving from thinking to action quickly, demonstrating appropriate balance between risk and opportunity * Has a relentless focus on prioritising along with embedding and evaluating performance routinely and regularly * Sets, monitors and delivers on ambitious targets / goals and holds people to account for delivery * Demonstrable track record of harnessing data and technology to deliver improved communications, involvement and relationships with key audiences | A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T |
| **employer_small** | **Skills**   * Flexible, passionate and adaptive leadership approach that is genuinely interested and curious about others and what motivates/drives people * Intellectual rigour, which is used to “cut through the noise” to identify what the ‘real’ priorities are and harnesses key talent and capacity to deliver this * Invigorates and refreshes people through demanding and continuous transformation maintains momentum and passion over the long term * Visible presence and influence in the places that matter most, to secure outcomes * Creates collaboration and commitment, through a diplomatic and engaging style whilst comfortably holding others to account * Believes in the art of possible, not the actions of the past – actively challenges and motivates others to be their best all of the time – accepts failure and success as learning | A/I/T  A/I/T  A/I/T  A/I/T  A/I/T  A/I/T |

**employer_small** If a disabled person meets the criteria indicated by the Disability Confident scheme symbol and provides evidence of this on their application form, they will be guaranteed an interview.

We are proud to display the Disability Confidence Symbol, which is a recognition given by Job centre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention, and career development of disabled people.

If you need a copy of this information in large print, braille, another language on cassette or disc, please ask us by contacting

Talent & Resourcing Team 01785 278300