CITY OF BRADFORD METROPOLITAN DISTRICT COUNCIL

JOB PROFILE

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| **DEPARTMENT: Marketing and Communications** | **SERVICE GROUP: Office of the Chief Executive** | |
| **POST TITLE: Head of Service Communications and Marketing** | **REPORTS TO: AD for the Office of the Chief Executive** | |
| **GRADE: Special D** | | **SAP POSITION NUMBER :** |

The following information is furnished to help Council staff and those people considering joining the City of Bradford Metropolitan District Council to understand and appreciate the general work content of their post and the role they are to play in the organisation. The duties and responsibilities highlighted in this Job Profile are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and scope of the post and the grade has been established on this basis.

The employee competencies are the minimum standard of behaviour expected by the Council of all its employees and the management competencies outlined are those relevant for a post operating at this level within our organisation.

Both sets of competencies will be used at interview stage and will not be used for short listing purposes. As a candidate/employee you will be expected to demonstrate your ability meet the special knowledge, experience and qualifications required for the role.

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| **Key Purpose of Post:** | |
| * Develop and lead a professional communications and marketing function, accountable for delivering a full range of services across the Council. Work on behalf of BMDC and external revenue generating customers ensuring that the work is delivered successfully. Ensure on behalf of the service that the services offered to BMDC customers are aligned with the Council Plan, Department Plans and the Equality Objectives; and that services delivered to customers fully meets Service Level Agreements (SLAs), and . Lead and role model Council values and behaviours to enable a supportive and inclusive working culture where all staff are encouraged, supported and developed irrespective of their background. * To provide leadership across the Council on all internal and external facing communications and engagement in a way that puts the need and aspirations of our Citizens at the heart of everything we do and with a culture of achievements and excellence in delivering real outcomes. * To provide a key interface between media, businesses/employers, communities, citizens and workforce both in the public and private sector to look to enhance partnership working and improved service delivery and innovative communications channels within the District. | |
| **Main Responsibilities of Post:** | |
| 1. Deliver better services against changing demands and external challenge through efficiencies and service improvement by ensuring the principle of innovation and value for money is embedded into service delivery with a particular emphasis on reach, creativity, efficiency and productivity. 2. Communicate and promote the Council’s vision for the district both locally and regionally with our partners to raise Bradford’s profile.  Project the image and corporate identity of the Council within and outside of the district. 3. Promote fairness and social inclusion across communications and marketing service provision through ensuring clear policy direction and action, integration/implementation of social value to reduce inequality through communication and marketing channels, business planning processes and through personal example and commitment.  Proactively lead and develop a customer focused team (internal and external customers) that provides clear communication channels, at different levels, with the specific aim of enabling customers to self-serve, gain accurate and timely information and advice and have confidence in the Council. 4. Responsible for ensuring that systems are in place to achieve robust strategic planning, performance and financial management, with value for money benchmarked effectively; and that systems are accessible, responsive and continually improved, including ensuring cost effective delivery and continuous improvement and development and improvement of services delivered by 3rd party providers, ensuring optimum value for money. 5. Manage the communications and marketing service to ensure a professional and competitive service provision that adds value and rigorously performance managed, within budget and in accordance with the Council’s values and behaviours. Leading the management of the service budget on behalf of the Assistant Director OCX ensuring adherence to Council financial policies and statutory regulations; and ensure regular reporting especially on budget variances and pressures. 6. Actively manage the relationship with customers to provide oversight and guidance through strong working relationships, ensuring that service and Council decisions are informed by strategic data analysis to determine customer needs and provide recommendations utilising a combination of industry knowledge, tools, and technology. 7. Proactively ensure that team members fully understand performance objectives, have the support needed to undertake their roles, identifying development opportunities for them; and have due regard to the wellbeing of team members at all times. 8. Making decisions based on sound risk management principles which comply with Council procedures and processes within its financial, legal, ethical and statutory frameworks. 9. Provide direct advice and guidance to Leader, Chief Executive and Members on communications, and ensure that the communications team provides effective advice and support to all councillors and staff as appropriate. 10. To maintain a high level of awareness of current and emerging political, social, economic and communication developments at a local, regional and national levels 11. To help ensure the council is properly represented in its discussion with local, regional and central Government. To do this in close conjunction with the Head of Policy and Performance Management and with the Chief executive and Strategic Directors 12. To lead and support organisation-wide projects as required to address high profile communication priorities and complex cross-cutting strategic issues, leading cross-council and wider teams comprising experienced colleagues and local and national partners. 13. To work with other system partners to ensure that the Council plays a central role in the “Act as One” system work in relation to communications and that this develops as the Integrated Care System is put in place. | |
| **Structure** | |
| **Special Knowledge Requirement:** Will be used in shortlisting. | |
| **Applicants with disabilities are only required to meet the essential special knowledge requirements shown by a cross in the end column**. | |
|  | **Essential** |
| Due to the Governments Fluency in English Duty for posts where employees speak directly to members of the public the post holder is required to meet the Advanced threshold level (which will be implemented where the post requires a greater level of sensitive interaction with the public e.g. in children’s centres) – where the person is able to demonstrate that they can during the interview:  a) Can express themselves fluently and spontaneously , almost effortlessly b) Only the requirement to explain difficult concepts simply hinders a natural smooth flow of language | **x** |
| A proven track record of successful strategic leadership within a large organisation of significant scope and complexity, including motivating teams and partnerships, establishing positive performance culture, driving innovation and delivering continuous service improvement | **x** |
| Proven track record in leading the delivery of successful public relations and communications in a large and complex organisation | **x** |
| Interpersonal skills to influence and negotiate with a variety of audiences to bring about behavioural change, effect decision making and achieve desired results/ outcomes as necessary | **x** |
| Innovative and creative to think through issues and problems and of delivering change and innovation. | **x** |
| Clear understanding of press, marketing , engagement and delivering large scale campaigns | **X** |
| Track record in managing sensitive issues within organisations | **x** |
| Ability to operate and influence at a system leadership level across all settings including working effectively in local, regional and national environments | **x** |
| Track record of operating successfully within a political environment. | **X** |
| Ability to analyse complex problems, and able to develop business models to investigate a number of options/ solutions and their viability, evaluating risk against a shifting background | **X** |
| Demonstrate understanding of key government policies and new legislation impacting on functions within local authorities , leadership and organisational parameters of CBMDC and its partners. | **X** |
| Uses specialist knowledge of health, safety and environmental policies , procedures and regulations, including risk in own area and/or across other areas of work (inc legislation) | **X** |
| Uses a range of specialist ICT systems across own work area and or across other areas of work. | **X** |
| Oversee and sets a budget, including effective commissioning of projects with the programme | **X** |
| Uses, interprets, analyses and communicates complex information from a variety of sources. | **X** |

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| **Relevant experience requirement: Will be used in shortlisting** |
| 5 years’ experience of operating at a senior management level within a large multifunctional organisation, and in a service area relevant to this post – public relations, press, marketing and campaigns.  Ability to manage multiple teams in a complex, fast paced operational environment where services are delivered right first time.  Evidence of continuous service improvement and a focus on operational innovation, efficiency and effectiveness.  Experience of flexing between strategic planning and operational delivery across the full range of communications and marketing at both an organisation, citizen, system, district, regional and national level. |
| **Relevant professional qualifications requirement: Will be used in shortlisting** |
| L6 – NQF Level 6 – Bachelors Degree, postgraduate qualifications, or equivalent level of experience  Experience of Programme Management  Comprehensive knowledge and understanding of the full range of communications and marketing services  Management qualification or relevant management experience |
| **Core Employee competencies at manager level to be used at the interview stage.** |
| **Carries Out Performance Management** – covers the employee’s capacity to manage  their workload and carry out a number of specific tasks accurately and to a high standard. |
| **Communicates Effectively** - covers a range of spoken and written communication skills required as a regular feature of the job. It includes exchanging information/building relationships, giving advice and guidance, counselling, negotiating and persuading and handling private, confidential and sensitive information. |
| **Carries Out Effective Decision Making** - covers a range of thinking skills required for taking initiative and independent actions within the scope of the job. It includes planning and organising, self effectiveness and any requirements to quality check work. |
| **Undertakes Structured Problem Solving** **Activity** - covers a range of analytical skills required for gathering, collating and analysing the facts needed to solve problems. It includes creative and critical thinking, developing practical solutions, applying problem solving strategies and managing interpersonal relationships. |
| **Operates with Dignity and Respect** - covers treating everyone with respect and dignity, maintains impartiality/fairness with all people, is aware of the barriers people face. |

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| **Management Competencies: to be used at the interview stage.** | | |
| **Operates with Strategic Awareness** Our managerswork with corporate priorities and policies in a joined up way with others, internally and externally. Works democratically, transparently and accountably. | | |
| **Practices Appropriate Leadership** Our managers motivate their staff to exceed expectations through raising their awareness of goals and moving them beyond self interest for the sake of the team or service. They consider serving the District in all that they do. | | |
| **Delivering Successful Performance** Our managers monitor performance of services, teams & individuals against targets & celebrate great performance. They promote the District’s vision & work to achieve Council’s values & agreed outcomes. | | |
| **Applying Project and Programme Management** Our manager’s work to ensure that outcomes and objectives are achieved within desired timescales, make best use of resources and take a positive approach to contingency planning. | | |
| **Developing High Performing People and Teams** Our managers coach individuals and teams to achieve their potential and take responsibility for continuous improvement. They champion the Council’s values and goals. | | |
| **Working Conditions:** | | |
| Must be able to perform all duties and tasks with reasonable adjustment, where appropriate, in accordance with the Equality Act 2010 in relation to Disability Provisions. | | |
| Mustbe able to work evenings, weekends and bank holidays as required by the needs of  the service | | |
| **Special Conditions:** | | |
| You will be informed if there is a requirement for the post to have recruitment checks  such as DBS, Warner Process. | | |
| **Compiled by:**  **Reformatted by:**  **JC**  **Date: 12.3.21** | **Grade Assessment Date:** | **Post Grade:** |